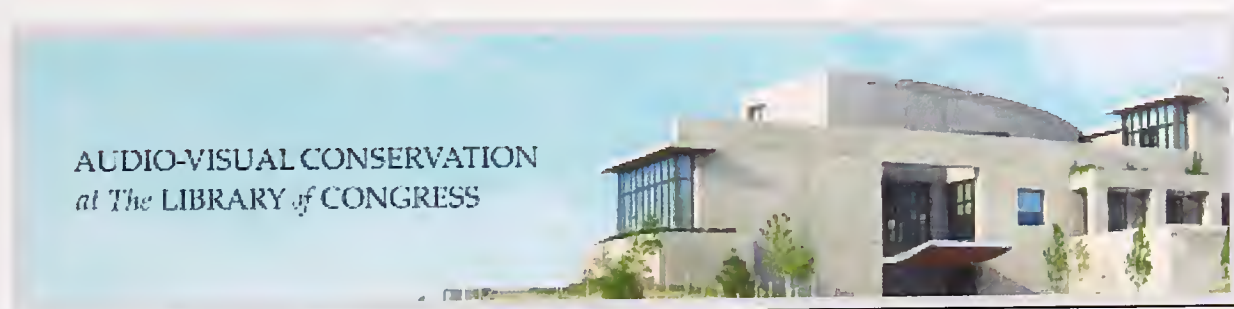




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L. 81, NO. 1

NEW YORK, U.S.A., WEDNESDAY, JANUARY 2, 1957

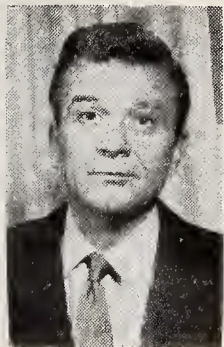
TEN CENTS

Two Years

HL To Spend \$25,000,000 On Nine Films

Officially Induct Hill Third Firm Partner

By WILLIAM R. WEAVER
HOLLYWOOD, Jan. 1—Concurrently with formal induction of long-associated James Hill into the Hecht-Hill-Lancaster partnership set in 1947 by Gold Hecht and Burt Lancaster to produce feature pictures independently for release, details of the company's plans to spend \$25,000,000 on nine pictures in the next two years were revealed.
(Continued on page 6)



James Hill

Uphold FCC Ruling on Dual Station Ownership

WASHINGTON, Jan. 1.—The U. S. Circuit Court of Appeals has upheld key provisions of the Federal Communications Commission rule which limits the number of television stations which can be owned by the same interests. The ruling was in line with the recent Supreme Court decision upholding the commission's power to make such rules. The high court, however, sent the case back to the circuit court of appeals to reconsider other objections, which were entered by Silver Broadcasting Co., of Miami Beach. The circuit court on Monday dismissed these objections.

Berger to Leave NCA Presidency

Benjamin N. Berger, Minneapolis independent circuit owner, has announced that he will step down as president of North Central Allied at the organization's spring convention.
(Continued on page 6)

Study UATC Merger Plan

Methods of merging the United Artists Theatre Corp., Skouras Theatres, Rowley-United Theatres, United California Theatres, and the Randforce circuit into one consolidated operation are currently being studied by attorneys, it was reported here on Monday.

An economic and preliminary legal study of the integration of the five circuits into one huge operation has been recently completed by a "committee of three" who turned over their findings to attorneys for more survey, according to an executive of UATC.

The "committee of three," which includes Edward Rowley, Joseph Scider, and Ben Bittenwiser, was formed early in 1956. It was expected that the merger of the five circuits could take place early next year, but now, since the committee's findings
(Continued on page 7)

AA Foreign Receipts Up 138%: Ritchey

Business for Allied Artists International Corp. during 1956 registered gains ranging up to 138 per cent over the previous year in territories throughout the world, Norton V. Ritchey, president of the company, announced at the weekend.

Ritchey, who returned last week from a three-week survey tour of
(Continued on page 7)

Receipts Here and Abroad Should Be Higher In 1957, Commerce Department Predicts

From THE DAILY Bureau

WASHINGTON, Jan. 1—Domestic and foreign film receipts should be higher in 1957 than in 1956, the Commerce Department predicted today.

It said 1956 box-office receipts would be about \$1,300,000,000, and foreign remittances about \$210,000,000.

The prediction was contained in a year-end survey of the outlook for major industries. The survey was prepared by the different industry divisions of the Commerce Department, with film chief Nathan D. Golden supplying the motion picture section.

"New feature pictures will be reaching the screens in 1957 and are expected to represent an important factor in maintaining high-level box-office receipts," the Commerce survey said. "Gross box-office receipts are estimated at about \$1,300,000,000 for 1956 and there are indications that 1957 receipts may exceed that figure. The foreign market for U.S. films has been expanding, and remittances from abroad for 1957 should be higher than the \$210,000,000 estimated for 1956."

Aftermath of Federal Trust Case

Court Finds Schines Guilty of Contempt

Holds 13 Individuals and Corporations Knowingly Violated '49 Federal Decree

Special to THE DAILY

BUFFALO, Jan. 1—Federal Judge Harold P. Burke in U. S. district court here has found the Schine Theatre interests guilty of criminal contempt in violating a 1949 Federal court order to divest themselves of some of their theatres.

20th Earns \$3,182,099; Skouras High on 1957

Net profit of \$3,182,099 was earned by 20th Century-Fox in the 39 weeks ended Sept. 29 last, compared to \$4,446,851 in the corresponding 1955 period, Spyros P. Skouras, president, reported to stockholders. Earnings are equivalent to \$1.20 per share, compared to \$1.68 a year ago.

Citing the company's forthcoming product, Skouras told stockholders "I think it is safe to predict that 1957 is to be a very good year for 20th Century-Fox. It is axiomatic that our business is as good as our product. Knowing that, we are leading through strength, pouring into these productions our skill, our vigor, every resource of our ability and energy. I
(Continued on page 2)

The court set no sentencing date for the following: J. Meyer Schine, Donald G. Schine, John A. May, Howard M. Antevil, Schine Theatres, Inc., Schine Theatrical Co. Inc., Schine Lexington Corp., Schine Enterprises Corp., Schine Circuit, Inc., Chesapeake Theatres Corp., Hildemart Corp., Darnell Theatres, Inc., and Elmart Theatres, Inc., all of Gloversville, N. Y.

Also found guilty was the late Louis W. Schine, who died Nov. 5, last.

The court found that through the use of affiliated and subsidiary companies
(Continued on page 6)

Tomlinson Setting Up New Headquarters Here

Establishment of a headquarters from which he can "mobilize nationwide sentiment to effect reforms in the management of Loew's Inc.," was announced at the weekend by Joseph Tomlinson, engineer-industrialist, and large shareholder in the company. Tomlinson said that he would open offices today in a midtown hotel, where he would house a research staff now working.

At the same time he announced the public relations firm of Tex McCrary, Inc., has been retained by him as public relations counsel.

"I have been asked repeatedly
(Continued on page 2)

Television Today

Page
7

PERSONAL MENTION

CHARLES J. FELDMAN, vice-president and general sales manager of Universal Pictures, has returned to New York from California.

PHILIP D. COCHRANE, industry veteran who at the time of his retirement in 1937 was supervisor of advertising, publicity and exploitation for Universal Pictures, celebrated his 80th birthday recently at his home in Tuckahoe, N. Y.

ARTHUR DE BRA, director of community and exhibitor relations for the Motion Picture Association of America, and **ROBERT J. CORKERY**, vice-president of the Motion Picture Export Association, left over the weekend for Havana to attend the Conference of World Catholic Organizations.

GEOFFREY MARTIN, publicity director for J. Arthur Rank, left New York yesterday for Miami.

ALICE PATRICIA GRAINGER, daughter of **EDMUND C. GRAINGER**, general manager of the Crescent Amusement Co. in Nashville, Tenn., was married to **DENIS DYER** of Brooklyn on Dec. 29 in Tuckahoe, N. Y.

CLEM PERRY of Rugoff and Becker Theatres will leave next weekend for two weeks in Portugal.

CHARLES POTTLE and **ARNOLD ZELCHINSKY**, production staff members with J. Arthur Rank, will arrive here Sunday from London via B.O.A.C.

Poster Exchange Takes Case to High Court

WASHINGTON, Jan. 1 — The Independent Poster Exchange has again taken to the Supreme Court its antitrust suit against National Screen Service.

Mitchell Pantzer and **Charles Lawlor**, partners in the Independent Exchange, have asked the high court to overturn a Third Circuit Court of Appeals decision requiring a trial of their suit and of six companion suits. The Circuit court decision set aside District court decrees enjoining NS from certain business arrangements.

Heads Photographers

WASHINGTON, Jan. 1 — Murray Alvey, M-G-M Newsreel photographer, has been elected president of the White House News Photographers Association. He will take over the post at the Association's annual banquet for President Eisenhower in March.

New Envoy to Britain Has Films Background

John Hay (Jock) Whitney, whose appointment as Ambassador to Britain was formally announced by President Eisenhower late last week, is a good friend of the motion picture industry and well known to many of its members. He will succeed **Winthrop W. Aldrich**, the present envoy, around the first of March.

Whitney with members of his family founded Pioneer Pictures in the 1920s and produced the first three-reel Technicolor subjects. From 1936 through 1940 he was chairman of the board of Selznick International Pictures which produced among other successful films, "Gone with the Wind" and "Rebecca." He was director of the motion picture division of the Office of Co-ordinator of Inter-American Affairs prior to the United States entry into the war.

Strike Closes Theatres In Louisiana Town

NEW ORLEANS, Jan. 1 — Only one motion picture theatre was open in Lake Charles, La., during the Christmas holidays as projectionists continued their strike for higher wages.

The Pitt, which was reported to pay slightly higher wages, was the only theatre unaffected by the strike, which began Sunday, Dec. 23.

Theatre owners at Lake Charles declined to comment on the situation and placed ads in newspapers saying they were "closed for repairs."

Dark were the Paramount, Lyric, and Palace, and the Surf, New Moon and Midway drive-in theatres.

Trailer for Hungary Relief Stars Brando

Four major Hollywood studios and the International Rescue Committee have released a specially made film trailer, written by **John Steinbeck** and narrated by **Marlon Brando**, making an appeal for contributions to Hungarian refugee relief.

Coordinated by **Eric Johnston** and the Motion Picture Association of America, the trailer was filmed by Paramount Pictures and jointly distributed by Paramount, Universal, M-G-M and 20th Century-Fox through their newsreel organizations.

UJA Closed Circuit

The United Jewish Appeal will attempt to reach between 5,000 and 6,000 campaign leaders and contributors with its 1957 story when it undertakes a closed circuit television network conference on Jan. 15 in 28 U.S. communities. The goal of the 1957 UJA campaign is \$100,000,000 for its Emergency Rescue Fund.

Women's Clubs Select Ten Best Films of 1956

The General Federation of Women's Clubs, Motion Picture Division, has announced its selection of the Ten Best Films of 1956. The films, in order of their selection are: "The Rainmaker," "Lust for Life," "Richard III," "The King and I," "Friendly Persuasion," "Moby Dick," "The Ten Commandments," "Around the World in 80 Days," "War and Peace" and "The Solid Gold Cadillac."

The Federation named **Laurence Olivier** best actor for his performance in "Richard III," and **Katharine Hepburn** as best actress for her work in "The Rainmaker."

Anthony Quinn was selected as the best supporting actor and **Carroll Baker** as best supporting actress. The best director award went to **Vincente Minnelli** for the film "Lust for Life."

French Catholic Legion Official in U.S.

The Rev. **Emanuel Flipo**, S. J., executive official of the Central Catholic Organization of Films, TV and Radio in France, arrived in New York last week en route to the Conference of World Catholic Organizations in Havana, which commences Jan. 4.

The Central Catholic Organization, similar to the American Catholic Legion of Decency, publishes periodicals and advises the Catholic population of France on the moral acceptability of material in the three media.

Father Flipo plans to visit distribution companies here to discuss advance publicity and advertising mailings with their foreign managers. He feels that accepting motion picture advertising for religious publications would be expedited if the publishers had more foreknowledge about the productions.

Brotherhood Week Set for February 17

The National Conference of Christians and Jews will launch its annual Brotherhood Week on Feb. 17, with more than 15,000 theatres throughout the country launching an intensive membership and fund drive, it has been announced by **William J. Heineman** and **Spyros S. Skouras, Jr.**, national co-chairmen of the industry's Brotherhood Drive.

The 1957 Drive will be highlighted by the industry's 12th annual Brotherhood Dinner on Jan. 24 in the grand ballroom of the Waldorf-Astoria here. Key figures of the amusement world will pay tribute at that time to **Jack L. Warner**, president of Warner Bros., who was named recipient of the 1957 Brotherhood Award.

Fox Earnings

(Continued from page 1)

believe you will be pleased with the results."

The reports for the first three quarters of the year showed income of \$87,157,860, compared to \$86,832,411 a year earlier.

\$1,025,429 for Third Quarter

Earnings for the third quarter of 1956 were \$1,025,429 or 38 cents per share, compared to \$1,656,051, or 62 cents per share, for the third quarter of 1955.

Tomlinson Quarters

(Continued from page 1)

whether this is a proxy fight," **Tomlinson** said in a statement, "and my frank answer is that I do not know. If a proxy fight can be avoided, I prefer it that way, because I am and always have been a builder. My life's work as a construction engineer has been to create and improve."

Loew, Schary, Thau Sell Loew's Stock

According to the New York Stock Exchange, **Arthur M. Loew** has reduced his investment in the stock of Loew's, Inc., selling some 10,000 shares of his holdings during November, thus reducing his total investment to 24,000 shares. Also **Dore Schary** sold 9,100 common shares of Loew's Inc. stock, reducing his direct holdings to 34,900. **Benjamin Thau**, it was revealed, has sold 4,000 common shares of Loew's stock, reducing his direct holdings at the present time to 15,400.

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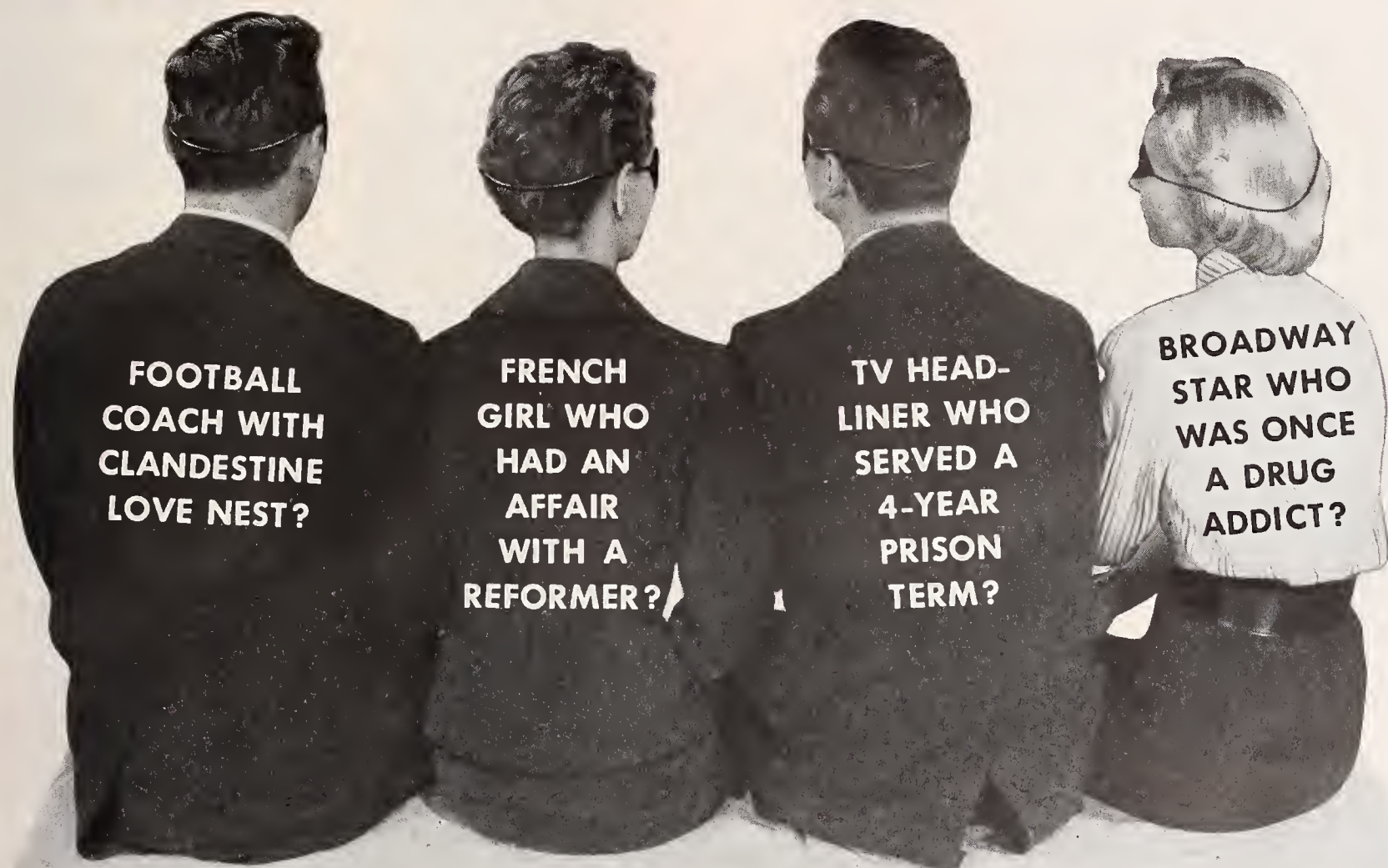
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fierce
pride
in his
manhood...*

LORNA

*a wife
not easily
mastered
...who
swore
she'd
never
bear
Colt's
son...*

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living for
revenge,
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his
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fury on
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ANNE

HESTON · BAXTER

GILBERT

TOM

ROLAND · TRYON

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PEOPLE

The promotion of William Dougherty to district manager status, effective immediately, has been announced by Doug Amos, general manager, Lockwood & Gordon Theatres. Dougherty, with the circuit since 1946, will supervise L&G situations in Bridgeport, Norwalk and Danbury, Conn.

□

Francis O'Neill, formerly with New England Theatres Inc., in Vermont, has joined the Smith Management Co. His initial assignment is working with Chet Philbrook, manager of the Meadows Drive-In, Hartford.

□

Ben Mancuso and Henry Rapisarda have merged their Cosmo-Sileo Associates and Impact Photos, Inc. They will now operate as Impact Photos at 61 West 56th St., New York.

WB and Bel Air Sign Deal for One Picture

Warner Brothers has announced completion of a single-picture deal with Edwin F. Zabel for the production and release of Bel Air Production's "Untamed Youth," from the story by Stephen Longstreet. Aubrey Schenck will produce, with direction handled by Howard Koch, from a screenplay by John C. Higgins. Warners will finance the production.

Zabel is president of Schenck's Bel Air Productions.

Joseph Reed, Sr. Dies

HARTFORD, Jan. 1—Joseph F. Reed, Sr., 70, in the Connecticut exhibition field for the past 15 years, is dead at Torrington, Conn. His two theatres, the Bantam Theatre, Bantam, and the Bryant Memorial Theatre, Washington Depot, will continue to be operated by his wife, Mrs. Constance Culpepper Reed.



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UNITED AIR LINES

HHL to Spend \$25,000,000

(Continued from page 1)

to members of the press at the organization's headquarters in Beverly Hills at the weekend. Speaking in turn, the three partners voiced supreme confidence in the future of the entertainment motion picture exhibited in theatres for a paid admission fee.

Partner Hecht, who with partner Lancaster produced "Kiss the Blood Off My Hands" in 1947 as their smallest money-earner (\$50,000 net to the partnership, they smilingly confess at this date) in a busy nine-year activity, outlined the two-year production schedule, picture by picture, and underscored his declaration of confidence in the future by revealing, in answer to a question, that the company's "Trapeze" has grossed \$7,000,000 abroad, so far, and will pass \$15,000,000 world-wide.

Defines 'Low-Budget'

Partner Lancaster told the press his and the company's beliefs about production of what he termed "low budget pictures," which he defined as "costing less than \$1,000,000—maybe even less than \$500,000" but as "in no sense cheap," but rather pictures that, while equivalent in story and importance, simply do not cost as much to make as some others do. He named "Marty" as indicative of HHL's concept of a low-budget picture. Two of the nine pictures on the two-year list will be of that kind.

Partner Hill, who has been with the company three years and now is a full partner, detailed the company's plans for contracting new talent and building up a permanent list of actors and actresses whose careers, whether in HHL pictures or else-

where on loan will be controlled by the company. Hill is producing the company's current picture, "The Sweet Smell of Success."

Following completion of "Success," the 1957 production program includes George Bernard Shaw's "The Devil's Disciple"; the Terence Rattigan hit play, "Separate Tables"; "The Rabbit Trap," based on the teleplay of J. P. Miller; Louis Peterson's Broadway play, "Take a Giant Step"; and "Bandoola," to be filmed in Burma.

Early in 1958, the Hecht-Hill Lancaster Companies will embark on the most expensive picture in its history. A budget estimated at \$5,000,000 has been allocated for A. B. Guthrie's Pulitzer prize novel, "The Way West," for which Clifford Odets is writing the screenplay. Besides Burt Lancaster and James Stewart a third top male star will be added.

'Bachelor Party' First

The first release during 1957 under the new Hecht-Hill-Lancaster banner will be "The Bachelor Party," starring Don Murray, scheduled to come out in April. Projected for July release is "Sweet Smell of Success."

Hill began his working career as a page boy in New York where he rose to a writer of broadcast plays and sketches. Later he transferred these activities to Hollywood and then joined MGM as a writer. In 1952 he joined the Hecht and Lancaster Companies when he traveled to Fiji to collaborate with Borden Chase on the script for "His Majesty O'Keefe."

The two partners gave him his first assignment as a producer on "Vera Cruz." He followed this with "Trapeze."

B. N. Berger

(Continued from page 1)

April 1. Berger also revealed that he is convening a meeting of the NCA board of directors about January 8, at which time he will announce his intention to step aside. He remarked that he had served as NCA's leader for 11 years, taking office for the first time in 1933, and again in 1945 when he started a ten-year tenure in office broken only by one year served by Ted Mann.

Suggests 'Younger Man'

"I have held the job long enough," Mr. Berger said. "I seems to me that the time has come for a younger man to take over. I have had great satisfaction in the office for I have seen many of the things for which I fought become realities."

Mr. Berger said that he had "no suggestions" as to a successor but would leave it entirely in the hands of an NCA committee. One person who has had backing for the post from organization members is Stanley D. Kane, who has served as executive counsel of NCA.

Theatre Tax Collections \$26,451,000 in Quarter

WASHINGTON, Jan. 1 — General admission tax collections in the third quarter of 1956 totalled \$26,451,000, slightly below the \$26,889,000 collected in the like 1955 period, the Internal Revenue Service reported. Collections by the Government in the third quarter mostly were based on box office receipts in the second quarter, and so did not reflect the increased admissions tax exemptions that went into effect Sept. 1.

'Wrong Man' Safety Tie

In connection with Alfred Hitchcock's "The Wrong Man," Warner Bros. has made arrangements with the National Safety Council for a nationwide poster display contrasting the way "the wrong man" and "the right man" practice the rules of proper automobile driving. Local and regional safety offices throughout the country and J. C. Penney department stores will display thousands of these safety posters in the coming months as part of the National Safety Council accident program.

Court Decision

(Continued from page 1)

panies, the Schine interests circulated a June 24, 1949, order of the late Federal Judge John Knight to sell 39 theatres.

Tried in 1954-55

The contempt case, brought by the Department of Justice, was tried in 1954-55 before Judge Knight, who died without handing down a decision. It was then submitted to Judge Burke in 1955 with a record of the first trial plus additional evidence. Judge Burke said the defendants "continued an illegal plan scheme with each other after Jan. 24, 1949, through March 10, 1950, at all times with guilty knowledge upon the part of each . . . which was the calculated purpose and effect of continuing the Schine defendants' inhibition and theatre monopolies in preventing other theatres and exhibitors from competing with Schine defendants."

J. Meyer and Louis Schine, Meyer and the Schine Circuit, the judge said, failed to dispose of the interests of the Schine defendants and properties to be divested.

Civil Action Pends

Still pending is a civil contempt action which, if won by the government, would require the defendants to comply with the Federal court order in the future. Defendants in this action, not yet moved for trial, are the same except that Hildemeyer Darnell and Elmart are not included.

Government observers here noted that Judge Burke's decision does not necessarily end the Schine case. They explained it is probable Schine will turn to the second U. S. Circuit Court of Appeals for review of the judge's decision. U. S. Attorney John O. Henderson said his office will seek an order early next week for a judgment of conviction against the defendants.

Sentence Up to Judge

Punishment on a criminal contempt conviction is left to the judge. It may include a fine and a jail term. John L. Lewis and the United Mine Workers were fined a total of \$1 million four hundred twenty thousand dollars for contempt in the 1940's.

The Schine interests operate theatres in Buffalo, the Granada and the Riverside. Neither was included in the 39 theatres Schine was ordered to dispose of.

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Merger Plan

(Continued from page 1)

in the hands of attorneys for all concerned parties, it "may take some time, perhaps by the summer 1957," it was said.

It was pointed out that a combination of all interests of UATC, Skouras Theatres, Rowley United Theatres of Texas, United California Theatres would bring about a theatre operation totaling close to 100 theatres throughout the United States. The 1957 Motion Picture Almanac shows that UATC owns, operates or leases 40 houses; Skouras, Rowley United, 147; United California, 89; and Randforce, 31 theatres.

UATC has extensive exhibition interests in Metropolitan Playhouses, United California Theatres, and Penn General Enterprises. The circuit is financially active in Magna Theatre Corp., and Todd-AO Corp., the leased producers to make motion pictures in the Todd-AO process and distribute Todd-AO motion picture theatre equipment.

AA Foreign Receipts

(Continued from page 1)

England and Europe, made his statement following home office conferences with Bernard J. Gates, AA International Latin American supervisor and William E. Osborne, the company's Near and Far East manager.

Grosses in Latin America increased 138% in 1956 over 1955," they said. "England was up 10% over 1955 and on the Continent had an average increase of 65%.

Far Eastern and Near Eastern territories showed business 25% better than last year."

Osborne, who recently returned to New York from a one-year visit to Latin American territories, disclosed a number of films made for distribution of AA pictures in such areas as Singapore, Ceylon, Manila, Tokyo, Hong Kong, India, Turkey, Formosa, Pakistan, and Indonesia.

Gates announced the appointment of Albert Liberoff as manager of the AA branches in Argentina, and Arthur R. as AA International manager in Colombia.

Man in the Vault

The running time of the RKO Rialto release, "Man in the Vault," is 73 minutes. It is a December release and classified for general audiences. The going information was omitted inadvertently from the review of the picture in MOTION PICTURE DAILY of December 28.



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State Dept. to Protest Japanese Film Action

From THE DAILY Bureau

WASHINGTON, Jan. 1 — The State Department is expected to protest shortly to the Japanese government the recent Japanese proposal to limit to five years the right to show any American picture imported into Japan.

The Motion Picture Export Association has been working to get the Japanese government to relax this proposal and the State Department reportedly is now ready to instruct the U.S. Ambassador in Tokyo to back the M.P.E.A. protest. The Department feels that the Japanese action creates a bad precedent and is not legally justified.

Virginia MPTA Meets Jan. 16 in Richmond

Harry Goldberg, director of advertising and publicity for Stanley Warner theatres, will be one of the principal speakers at the annual winter meeting of the Virginia Motion Picture Theatre Association, to be held at the Jefferson Hotel, Richmond on January 16. Parks Rouse, executive director of the Jamestown Festival, will share the platform with Mr. Goldberg during the morning session, according to Seymour Hoffman, association president.

Promotion Session Slated

A special promotion session will be held in the afternoon on "Why the Picture Did Business for Me." This will be a two-hour forum with a panel of top exploitation men from Virginia theatres relating their own experiences and asking for reports from the other members on their best promotion stunts and advertising during the past two months. Cash prizes will be awarded those who report the best results from this special promotion project as announced at the October meeting. Mr. Olen Martin of the Bucyrus Outdoor Theatre Corporation in Ohio will be a special guest of this forum session with Dave Garvin of the Paramount theatre, Newport News, acting as moderator.

Todd Sued on Cartoon Sequence in '80 Days'

HOLLYWOOD, Jan. 1 — Michael Todd has been named co-defendant in a \$250,000 damage action filed in Superior Court here over the use of an animated cartoon sequence as a screen credit epilogue to "Around the World in 80 Days." Animation, Inc., alleged in the complaint that the epilogue was "copied from and based upon" a series of "almost 100 original pictures, paintings, designs and drawings" done by its employees. The company charged the material was used without authorization and Todd "falsely credited" the "creation and authorship" of the epilogue to Saul Bass. Mr. Bass was named a co-defendant.

Television Today

IN OUR VIEW

WHEN CBS Television last Thursday at the Waldorf-Astoria introduced to the press the new Public Affairs program, Odyssey, for which network hopes are high, several executives had a word or two to say about the show and related matters. Among them was Merle Jones, who, when he divests himself of hat and coat in his office on the morning of January 3, today, officially is the new president of CBS Television, in succession to J. L. Van Volkenburg, retired.

Paraphrasing at this point, but not less sincerely, we offer to Mr. Jones, in his new assignment, heartiest congratulations and the very best wishes for the long and successful tenure which his proved capabilities make a certainty.

Mr. Jones, at last week's luncheon, said, "As television grows in size and importance, we feel an ever-increasing challenge in the use of the medium for the service and enlightenment of its nationwide audience." It is indeed heartening to hear an expression of that kind from a man in Mr. Jones' position, especially on the eve of his assumption of the presidency of CBS Television. We have said before and will continue to reiterate our firm belief that a due and careful regard for the public welfare must be an essential of television network policy. The fundamental and inherent characteristic of network telecasting, that of communications mastery to a degree and with an impact never before achieved by any other means, makes of this electronic marvel a force laden with responsibility. It is a responsibility of which the industry must never lose sight.

Mr. Jones made another point of the highest interest and importance, when, referring to Odyssey as an ambitious effort to tell the story of "the human heritage," he said, "In a sense, only a free television network system, with its unparalleled resources and know-how, can attempt such a series." Mr. Jones here succinctly albeit indirectly, answers those in and out of Government who shout "monopoly" from the rooftops, merely at the mention of size, without regard to the values "bigness" can provide.

But here again it behooves the networks, and the industry generally, to be ever alert to answer the call of responsibility when the opportunity arises—or even—as in the case of Odyssey, wisely to make its own opportunity.

Meanwhile, to the series and its network—Good Luck!

—Charles S. Aaronson

TV Stations Now Total 631; 472 Are on Air

From THE DAILY Bureau

WASHINGTON, Jan. 1 — Commercial television stations now total 631, with 472 stations actually on the air, Federal Communications Commission Chairman McConaughy reported.

In a year-end statement, he said there were 426 VHF and 205 UHF stations authorized, with 382 VHF and 90 UHF stations actually broadcasting. In addition, 38 UHF stations which went off the air still retain operating authorizations.

46 for Education

McConaughy said 46 noncommercial educational TV stations had been authorized—27 VHF and 19 UHF—and that 23 were on the air—18 VHF and 5 UHF.

The FCC official again blasted the courts and Congress for requiring the Commission to take various procedural steps that slow Commission action. "The FCC is saddled with more procedural time-consuming requirements than any other federal agency," he said.

Al Capp Signs for Television Series

Al Capp Enterprises, RKO Television and a British producer have completed arrangements for the production of a series of cartoons for television, which are expected to go into distribution here in Spring of 1957, it was announced by C. R. Manby, vice-president of RKO Tele-radio Pictures, parent of the subsidiary RKO Television.

Will Be Produced in London

The series of five-minute, five-days-a-week episodes will be produced in London by Anigraph Productions, Ltd., and cleared in New York through the recently formed Graphic Animations for TV Co., both controlled by British motion picture producer Collie Small. Jerome B. Capp is in London preparing scripts and artwork under the Capp name for a 39-week series.

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**KIM
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**JAMES
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Produced by **STUART MILLAR**

Directed by **JOHN FRANKENHEIMER**



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DL. 81, NO. 2

NEW YORK, U.S.A., THURSDAY, JANUARY 3, 1957

TEN CENTS

n Broadway

Theatres Break House Records Over Holiday

Strong Grosses Reported Other Cities as Well

Strong grosses greeted 1957 along Broadway over the New Year's week-end, setting house records in several run situations, including one off-Broadway theatre.

"Anastasia," 20th Century-Fox offering at the Roxy Theatre, grossed \$6,000 in the week ended yesterday, which the distributor called the best New Year's week in eight
(Continued on page 2)

IATSE Publicists Agree on East, West Merger

West Coast and East Coast publicists of the IATSE have reached complete agreement on merging into a single national unit, it was announced yesterday by Russell M. Moss, executive vice-president of Local H-63, Home Office Employees, here in New York.

"We're now awaiting the winter executive board meeting of IATSE at
(Continued on page 3)

New Jan. 21 Date Set for Goldwyn-NT Suit

Special to THE DAILY

SAN FRANCISCO, Jan. 2—Scheduled to start Jan. 7 after innumerable delays since it was filed more than six years ago in U.S. District Court, the anti-trust suit of Samuel Goldwyn against National Theatres Corp. and its various subsidiaries including Fox West Coast Theatres Corp. is now scheduled to get underway here Jan. 21. Expressing the hope that this
(Continued on page 3)

Television Today

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8

Republic Suit Names AFM

By WILLIAM R. WEAVER

HOLLYWOOD, Jan. 2—A treble-damage suit seeking \$6,000,000 was filed today in Federal Court by Republic Pictures and its two subsidiaries against the American Federation of Musicians, its president, James C. Petrillo, and others, charging violation of the anti-trust laws by forcing Republic to pay musicians for services not rendered in connection with the showing of theatrical films on television.

Republic charged that under agreements forced upon it by A.F.M. to permit the showing of its films on TV, it had to pay Samuel Rosenbaum, trustee of the Music Performance Fund of the A.F.M. and various
(Continued on page 3)

FCC Didn't Prevent Monopoly, Say Dems

From THE DAILY Bureau

WASHINGTON, Jan. 2.—The Democratic majority of the House Small Business Committee charged that the Federal Communications Commission has failed to prevent monopoly in broadcasting.

"Whatever the motivations are for the absence of the record on the part of the FCC to act in protecting the small-business man and competition in the communications industry," a committee report declared, "the record is eloquent on the factual showing that it has not prevented the
(Continued on page 8)

Probable Downtown Business Exceeded

Detroit Neighborhood Houses Give 'Persuasion' Top First Run Gross

Special to THE DAILY

DETROIT, Jan. 2—An experimental first-run multi-booking of Allied Artists' "Friendly Persuasion" in nine neighborhood theatres here over the Christmas-New Year's holiday was a signal success for both distributor and exhibitors.

The picture grossed in excess of \$100,000 in the nine neighborhood houses in the eight days from opening on Christmas Day through yesterday.

Three of the nine houses broke all-time records and, though the original bookings were for the eight-day period

Krim to Make New U.A. 'Progress Report' Tuesday

Arthur Krim, United Artists president, will make another in a series of "progress reports" on the company's operations to the industry at a trade press conference scheduled for next Tuesday at the U. A. home office.

Disclosures of U. A.'s gross billings for 1956 and details of company plans for the new year are expected to be made by Krim at the conference.

Schine Asks New Trial

Special to THE DAILY

BUFFALO, Jan. 2.—The Schine Theatre interests, found guilty of criminal contempt last week by Federal Judge Harold P. Burke, today asked Federal Court for an arrest of judgment and a new trial.

In his 18-point petition defense counsel Frank G. Raichle said Judge
(Continued on page 3)

'Sweepstakes' B.O. Plan Drawing Strong Support

Strong support for the projected Academy Awards Sweepstakes to bolster theatre attendance over an extended period this winter and spring is developing. Al Tamarin, chairman of the Motion Picture Association subcommittee in charge of the plan, reported yesterday following his return here from the West Coast, where
(Continued on page 3)

On 1957 Table

Legislators to Consider Many Film Problems

Taxes, Credit & Labor Highlight the Program

From THE DAILY Bureau

WASHINGTON, Jan. 2 — Action on tax, credit and labor matters will highlight congressional and executive developments of interest to the motion picture industry in 1957.

The industry will drive for complete elimination of the federal admissions tax, as Congress considers excise tax overhaul. Rate cuts tailored to the needs of small business will be kicked around both on Capitol Hill and in the Treasury Department.

The Administration and Congressional Democrats will seek to extend federal minimum wage coverage to theatre chains and other large retail and service organizations. Attempts will be made to liberalize the credit
(Continued on page 3)

Sees '57 Good Year 'If Distributors Help'

Special to THE DAILY

CLEVELAND, Jan. 2.—"There's no reason why business shouldn't be good in 1957, provided the producers and distributors will do something to remedy the situation that tends to lower our attendance today," agree S. P. Gorrel and Leonard Mishkind, who own and operate a chain of seven indoor and two outdoor theatres in the Cleveland exchange area. Asked
(Continued on page 2)

Opens Loew's 'Holders' Base at Biltmore

Joseph Tomlinson, holder of 250,000 shares of Loew's stock and outspoken critic of the company's management, arrived here yesterday from his Ft. Lauderdale, Fla., home for the opening of a headquarters in the Biltmore Hotel from which he plans to "mobilize nationwide sentiment to effect reforms in the management of Loew's."

The office is staffed by members
(Continued on page 8)

PERSONAL MENTION

JAMES E. PERKINS, executive vice-president of Paramount International, is scheduled to return to New York by plane on Sunday from London.

PAUL LAZARUS, Columbia Pictures vice-president in charge of advertising-publicity, left here last night for the Coast.

ALFRED H. TAMARIN, United Artists assistant national director of advertising-publicity, has returned to New York from Hollywood.

KEN ANNAKIN, executive cameraman for J. ARTHUR RANK, will arrive in New York from London tomorrow via B.O.A.C.

CHARLES BOASBERG, supervisor of sales on Cecil B. DeMille's "The Ten Commandments," will return to New York today from Toronto.

FRANK Z. CLEMENTE, head of Trans-America Productions, has arrived in New York from Mexico City. He will leave here on Saturday for Hollywood.

LOU GRADE, British producer and agent, is scheduled to arrive in New York from London today via B.O.A.C.

Bishop Declares Albany Theatre 'Off Bounds'

ALBANY, N. Y., Jan. 2 — Bishop William A. Scully has declared the Strand Theatre "off bounds" to all Catholics for six months after it announced "Baby Doll" would be played. Bishop Scully chairman of the Catholic Bishops Committee on Motion Pictures, likewise placed the six-month ban on all Stanley Warner houses in the diocese which show the picture. (Troy is the only other Stanley Warner town).

It was the first time such action had been taken here.

Bishop Scully called upon "our fellow citizens of all faiths to refuse to accept motion pictures which are morally repellent. 'Baby Doll' emphasizes lust and is degrading and corruptive". The Strand planned not to admit children under 16.

Meanwhile it was reported in Syracuse and Troy that neither of the two daily newspapers in each town will accept advertising for "Baby Doll." The Syracuse Post Standard said in an editorial that the film violates "every tenet of good taste, morality and uprightness." The editorial did not refer to the advertising ban.

Holiday Grosses High

(Continued from page 1)

years. A house record of \$25,000 was also set in the picture's opening week in Philadelphia over the holiday period, the company reported.

The off-Broadway record was set by Universal's "The Great Man" at the Sutton Theatre. It grossed \$28,000 on its opening on New Year's Day, as the second highest opening day gross in the theatre's history, according to the company.

'80 Days' Is Strong

"Around the World in 80 Days," released through United Artists, did \$65,000 in receipts with 19 performances during the week ending Tuesday, the management of the Rivoli Theatre reported. Grosses were boosted by New Year's Eve admission rates of \$6, \$5 and \$4, when the house was completely sold out before show time, the theatre management said.

"The Ten Commandments," Paramount's production at the Criterion, grossed over \$66,000 with 18 performances during the week ending yesterday, the management announced.

"Baby Doll," the Warner Bros. release at the Victoria Theatre, registered \$62,000 in its second week and a total of \$116,000 for both weeks, with both grosses representing new records, according to the distributor.

Report Key-City 'Doll' Takes

Exceptional grosses for the picture were also reported at other key cities by the distributor as follows: \$38,000 for the first week in Cleveland; \$35,000 for the first week in Philadelphia; \$65,000 for day-and-date engagements in Los Angeles in its first week, and \$62,000 in the initial six days in Chicago.

The State Theatre reported a gross of \$40,000 for Paramount's "Hollywood or Bust" for the week ending today. Warner Bros.' "The Wrong Man" did \$33,000 in business from last Friday through Tuesday at the Paramount Theatre. "King and Four Queens," United Artists release, drew \$25,000 in receipts at the Mayfair Theatre and Columbia's "Zarak" grossed \$21,000 at the Globe Theatre for the five days from Friday through New Year's Day.

'Rainmaker' Popular

"Dance with Me, Henry," United Artists release, took in \$9,500 at the newly reopened Central Theatre in the week ended Tuesday. The management reported exceptionally strong matinees. Paramount's "The Rainmaker" drew \$35,000 at the Astor Theatre for the week ended yesterday.

Radio City Music Hall estimated

\$210,000 for the week which ended yesterday with MGM's "Teahouse of the August Moon."

Theatre owners were unanimous in calling the holiday's receipts "excellent" and "much better" than the same period a year ago. Many expressed an opinion that their past week's shows were of higher quality than the 1956 holiday offerings.

Theatres in Charlotte Enjoy Big Upturn in Holiday Period

CHARLOTTE, N. C., Jan. 2 — Business has shown a distinct upturn since Christmas, a survey of local theatre operators showed today.

Kermit High, city manager of Wilby-Kincey Theatres, said receipts showed a big jump at both the Carolina and Imperial Theatres. "Giant" is now giving the former "its best business," he said, adding that "King and Four Queens" was "terrific" at the Imperial.

Bill Prim, manager of the Center and Manor Theatres, said "business is up at both" and added "we have not been able to handle crowds at the Manor where 'Written on the Wind' is now playing." "Zarak," he said, was strong at the Center.

A. B. Craver, operator of the Plaza which opened "Teahouse of the August Moon" on Christmas Day, said long lines each night are making it one of the strongest attractions in months.

Bomb Scare Fails to Halt Booming Business in K. C.

KANSAS CITY, Mo., Jan. 2 — A bomb scare that caused the evacuation of 2,800 persons from Loew's Midland Theatre last night failed to halt the soaring attendance for the theatre's current attraction, "The Teahouse of the August Moon." Following a call to the theatre by an unidentified man, who warned that a bomb had been planted to go off at 8 o'clock, an evacuation of the theatre was ordered while the police searched without success for the reported explosive.

Besides the booming box office returns for "Teahouse" the new year has been brightened by the turnout of moviegoers for other attractions at Kansas City theatres during the holidays. The Paramount has fared well with "Hollywood or Bust," having held over the film for the third week; the Roxy has been drawing large crowds with "Bundle of Joy," and the Uptown has been attracting mounting patronage with "Anastasia." The Esquire, Fairway and Granada have been registering high returns with "The Girl Can't Help It," which also will be held over for a second week.

Sees Good '57

(Continued from page 1)

to expand this statement, they said, "the producers - distributors make it very difficult for us to operate our theatres profitably by (1) pre-release runs and long, extended runs that drain all the potential out of a picture, (2) by allocating the picture at such high rates that the exhibitor cannot possibly play them profitably and (3) by failure to co-operate in any advertising program with subsequent run houses."

"Another thing that hurts our business," Mishkind said, "is the feast or famine method of releases. We get a good picture that does good business and brings in a lot of people to the theatre. But there are too long stretches between these good pictures."

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'Sweepstakes' Legislators to Study Many Film Problems

(Continued from page 1)

...e conferred with Academy officials, representatives of the Association of A. P. Producers and with studio advertising-publicity committee members.

Tamarin said Canadian exhibitors who have heretofore conducted their own Sweepstakes plan have agreed to go along this year with the MPAA project, which is part of a general box office business building program being developed by the advertising-publicity directors committee of which Roger Lewis of United Artists is chairman.

Tamarin also reported that a national circuit and others operating in 28 states and the District of Columbia have announced support of the Sweepstakes. He has requested the cooperation of Texas exhibitors who, like those in Canada, have had a Sweepstakes plan of their own heretofore.

Material Now in Preparation

Materials to be used in the Academy Sweepstakes are being rushed to completion and will be offered to Academy officials for examination. Closer liaison between East and West Coast advertising-publicity committees will be sought by Tamarin in preparation for the launching of the Sweepstakes with announcement of Academy Awards nominees next month. The project continues through the announcement of Oscar winners in March, with special events all designed to create and maintain public interest in theatre attendance taking place regionally and in Hollywood hereafter.

MPAA Group to Meet Monday To Study 'Golden Jubilee' Plan

The advertising and publicity directors committee of the business planning group of the Motion Picture Association of America has scheduled a meeting on Monday to discuss proposals for a year-long Hollywood Golden Jubilee Celebration drafted by the Association of Motion Picture Producers studio publicity directors and submitted here over the weekend. The committee will try to arrange a meeting with national exhibitors after this conference in order to coordinate planning for the Jubilee.

The Monday gathering would also hear a report from Alfred Tamarin on the progress of plans made for the "Oscar Sweepstakes."

Margolies Will Leave Buena Vista Jan. 31

Albert Margolies, director of advertising, publicity and exploitation of Buena Vista Film Distribution Co., will terminate his association with the Walt Disney releasing subsidiary on January 31.

"The parting is on the friendliest terms," Leo F. Samuels, president of Buena Vista, said in a statement, "and we can all look back to a very pleasant association."

(Continued from page 1)

policies of the Small Business Administration.

Still another item of interest to the industry will be in the anti-trust field, where efforts will be made to toughen still further the anti-trust laws.

It's still too early to say how many of these "possibles" will actually come to complete fruition during the year. And anyhow, predicting is always tricky business. Practically no one in Washington gave the industry any chance whatever of getting admission tax relief this past year, yet it was done in a phenomenal burst of legislative activity just before Congress quit for the year.

The Council of Motion Picture Organizations has already filed a brief

seeking complete elimination of the federal admissions tax with a House Ways and Means subcommittee. This group has been working for over a year on a comprehensive excise tax overhaul, and is in a mood to recommend considerable tax relief. But the Treasury Department is taking a firm stand against tax cuts, and it's not clear how much the subcommittee will bow to this Treasury stand.

The administration has already indicated it will ask continuation of the 52 per cent corporate tax rate, otherwise scheduled to drop to 47 per cent on April 1, and Congress will almost certainly go along. The question is whether the Administration and Congress will also act to give some special tax help to small

companies as part of the same move.

A Cabinet Committee on Small Business recommended a special reduction in the corporate rate on the first \$25,000 of earnings, to aid small firms, but Treasury and some Congressional officials oppose this. They argue the revenue loss would be great and that this would also do nothing to help the vast majority of small firms, organized as individual proprietorships or partnerships, rather than as corporations. Treasury officials would prefer some more technical relief, such as liberalized loss allowances and estate taxes on small businesses. The outlook in this area is very unclear; the President's January messages to Congress should contain much of the answer.

Rep. vs. AFM

(Continued from page 1)

members of the organization, a total of \$826,810.

In a lengthy document filed by the law firm Loeb & Loeb, Republic sought relief under the Sherman Act and the Clayton Act and asked that the so-called television film labor agreements with the union be held illegal and unenforceable.

The suit gives the history of A.F.M. negotiations with producers of theatrical films releasing to television and alleges that the union's agreement of Sept. 15, 1952, did not require the making of a new sound track or performance of any services by musicians, but did provide that specified sums ranging from \$25 to \$75, depending on the classification of musician, be paid to each musician employed on the original film.

If the musician could not be located, Republic said, the agreement called for the fee to go to the fund over which Rosenbaum rules.

Rosenbaum was named as a defendant, with top A.F.M. officers.

IATSE Publicists

(Continued from page 1)

the end of January to present our proposal for approval," Moss said. "If the merger is approved, we will have a local on each coast, but the jurisdictions of each will be extended across the country to include fieldmen."

The West Coast IATSE affiliate, the Publicists Association, Local 818, is at present restricted to the studios in its scope. Moss also said that if the merger is approved, the two locals "foresee no difficulties" in expanding, basing the opinion on "many inquiries and requests for information" received from various field publicity offices.

Lubin Joins Pathe

Leo Lubin, 25 years with Consolidated Film as special representative, has joined Pathe Laboratories as sales consultant and special representative on film and telefilm accounts.

Appoint French BFPA 'Salaried' President

From THE DAILY Bureau

LONDON, Jan. 2.—The executive counsel of the British Film Producers Association has unanimously appointed Sir Henry French, heretofore its director-general, to the newly created office of salaried president "for a limited time." The last (and unpaid) president of the association was John Davis, managing director of the J. Arthur Rank Organisation, who resigned last year.

At the same time, the BFPA appointed Arthur Watkins as its salaried vice-president. It is understood that Watkins, hitherto secretary of the British Board of Film Censors, will succeed Sir Henry in the presidency not later than April, 1958.

First '57 Releases Set Records for Universal

1957 has begun "with a bang" for Universal-International with its first three releases of the year having set "all-time U-I records in their premiere engagements," the company reported yesterday. The pictures are all a part of the "seventh annual Charles J. Feldman sales drive," now under way.

The films include "The Great Man," which gave the Sutton Theatre in New York the second highest opening day's gross in its history on Tuesday; "Written on the Wind," which set a new house record at the Joy Theatre in New Orleans in its first week; and "Rock, Pretty Baby," which gave the Broadway-Capitol Theatre in Detroit an "opening day mark."

Service for Coe

PALM BEACH, Jan. 2 — Funeral services were held here Monday for Charles F. (Socker) Coe, attorney, author, former prize fighter, newspaper executive and counsel and vice-president of the former Motion Picture Producers and Distributors Association in the 1940's. Coe died at the weekend after a long illness.

Schines Asking

(Continued from page 1)

Burke erred in finding the defendants guilty of contempt for not disposing of 39 of their motion picture theatres as ordered in 1949 by the late Federal Judge John Knight.

Raichle asked to submit oral arguments Jan. 14. It was indicated today that might be delayed at least another week and that the Government's filing of any order of judgment paving the way for sentencing will be delayed until after the arguments.

Raichle said a basic error was in finding there was a market for the theatres after excluding defense testimony to show there was no market. He said the judge erred in sustaining objections to questioning of a witness, David Berk, by which the defense sought to show there was no market, and that one of the defendants, Attorney Howard M. Antevil, had sought to prevail on Berk to find purchasers.

Points to Time-Extension

Raichle said the judge also erred in concluding that the charge included acts prior to Jan. 22, 1952, when an extension of time for the sale was approved.

Raichle also asked for clarification of a finding of guilt between March 10, 1951, and March 10, 1954, after the judge had found the respondents guilty of violating a judgment entered June 24, 1949, and amended Jan. 22, 1952.

Goldwyn Suit

(Continued from page 1)

would be the final continuance, Federal Judge Edward P. Murphy granted the delay on the motion of Goldwyn's chief counsel, Joseph L. Alioto, who pleaded he would be occupied on the Jan. 7 date with an important trial in another court.

The last trial postponement several months ago was ordered after Judge Murphy's explanation that he had been requisitioned to journey to Alaska to assist in the clearance of a congested court calendar.

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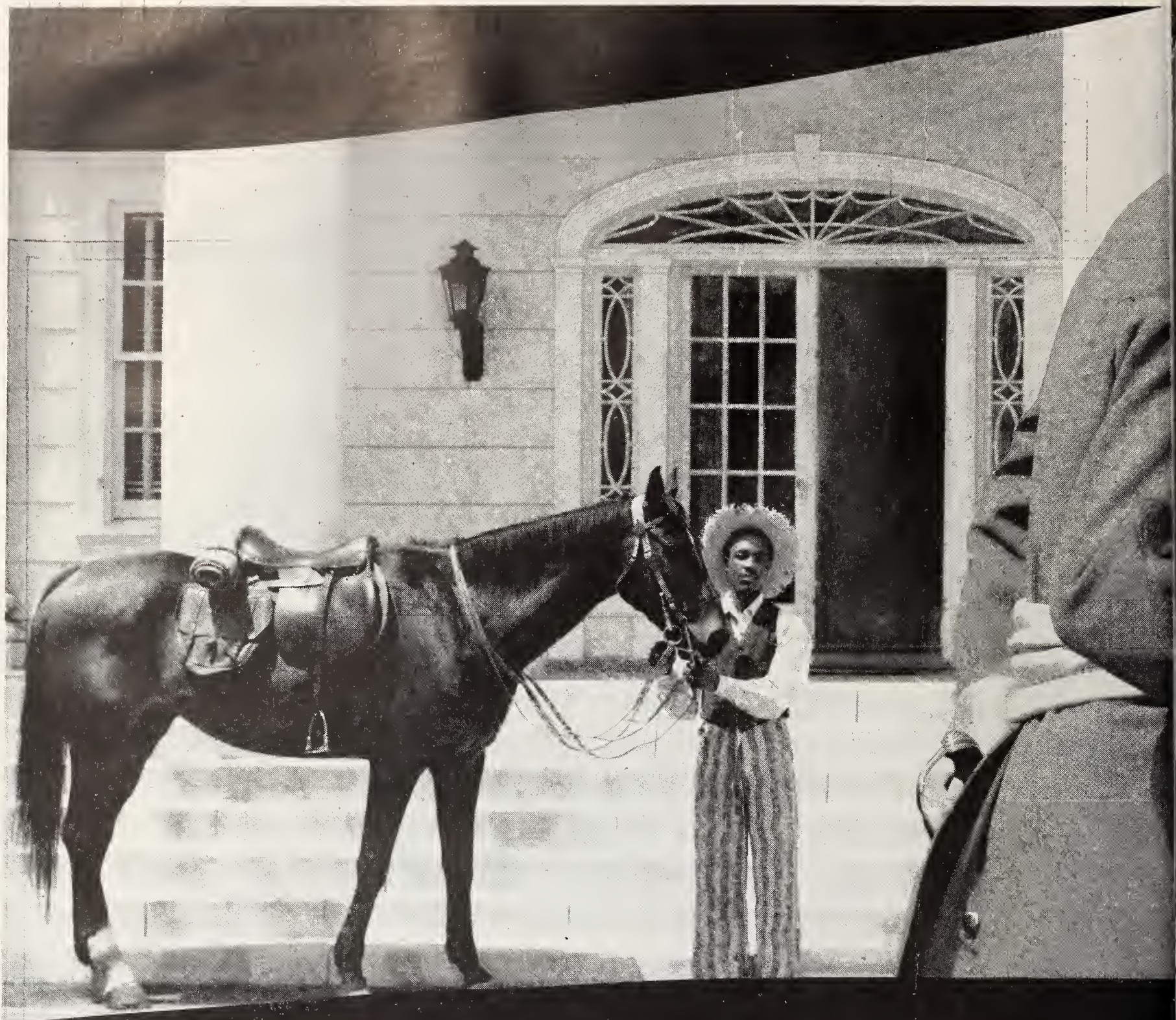


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REVIEW:

The Iron Petticoat

MGM—VistaVision

BOB HOPE's machine gun delivery, making lines seem funnier than they are, and Katharine Hepburn's remarkable acting ability, making a role seem far meatier than the script writer has been able to contrive, combine to give this broad farce a strong box office potential for audiences who like their comedy unsubtle.

The story starts sensibly enough, as a sort of slapstick "Ninotchka," with Miss Hepburn, a Soviet jet ace pilot, fleeing to the West not from disillusionment with Communism, but because her advanced feminism has been slighted. Hope is the Air Force officer assigned to indoctrinate her with the virtues of democracy so that she may be used as a propaganda symbol. From there the script—credited to an original story by Harry Saltzman—uses every convenient device from a burlesque Soviet strong arm squad to an outrageously contrived surprise ending to reel in the tangled story threads.

Miss Hepburn, wrestling with a shadowy and difficult role, has much the best of it, radiating her vital charm even when she seems uncertain whether or not to take the part she is playing seriously. Serious it is not, as Hope makes abundantly clear. The old master picks it up from the floor whenever the plot or the action sags from its sheer weight and at times even seems to give Miss Hepburn reassurance.

The production is handsomely mounted in VistaVision and bright Technicolor but has no other names to bolster it other than the redoubtable James Robertson Justice, who burlesques an implausible heavy with aplomb.

Production was done mostly in England by Betty Box and the direction was by Ralph Thomas.

Running time, 87 minutes. General classification. For December release.

JAMES D. IVERS

Tomlinson

(Continued from page 1)

of the Tex McCrary public relations organization, which has been retained by Tomlinson. The latter has not termed his activity a "proxy contest" yet, stating that he prefers to avoid one if the company changes he seeks can be effected without one.

Benjamin Javits Engaged

Since the annual meeting of Loew's stockholders is scheduled for Feb. 28 time becomes a major factor and a statement from Tomlinson is expected momentarily on whether or not he will engage in a proxy contest. He also has retained Benjamin Javits, attorney, who has had several conferences with Loew's officials on the changes sought by Tomlinson.

Loew's, meanwhile, has retained former Federal Judge Simon H. Rifkind and attorney David Karr as counsel in the event a proxy contest is begun. Karr was counsel for Robert Young in his recent successful proxy contest for control of the New York Central Rail Road. Ralph Martin heads a public relations group in the staff set up by Karr.

Egan Post Confirmed

Confirmation of the appointment of Charles E. Egan as MPEA representative in India, Pakistan and Burma was given by Eric Johnston, president, yesterday. MOTION PICTURE DAILY reported on Dec. 17 that the former New York Times correspondent was being named to the post.

Detroit Theatres

(Continued from page 1)

A-A release would be around \$30,000. Other possible first run bookings downtown would have yielded in the neighborhood of \$20,000 weekly. On a single theatre downtown first run, it is believed "Friendly Persuasion" might have been held for three weeks, garnering \$50,000 to \$70,000 for the period.

The nine neighborhood theatres which played the picture did not have matinee performances except on weekends and the holidays, making the total gross all the more remarkable.

A-A did not set the first run dates in the neighborhood houses until after it found itself unable to get the desired holiday week bookings in any of the acceptable Detroit downtown first runs. Alternate dates were offered the picture by the latter but were declined.

First of Kind in Area

The multi-first run neighborhood bookings were the first of their kind in this area for a picture of the importance of "Persuasion." They occasioned widespread trade interest because some trade leaders recently have advocated just such bookings as being suited to a new era of film marketing. For example, Sam Pinanski, head of American Theatres circuit, Boston, has advocated first runs for theatres in outlying "growth areas" just as large department stores and other "downtown" shops in many urban communities have opened branches in such areas.

Televisión Today**'Monopoly'**

(Continued from page 1)

establishment and growth of monopolistic industries in that industry."

A subcommittee, headed by Rep. Evins (D., Tenn.), last year conducted hearings on the activities of the FCC and other Federal regulatory commissions. A final report endorsed by all Democrats on the subcommittee and full committee criticized not only the FCC but also the Federal Trade Commission, Securities and Exchange Commission and other agencies. It recommended that the chairmen of these agencies be selected by the other commissioners rather than appointed by the President as at present; that these agencies be empowered to submit their budget requests directly to Congress without budget bureau screening, and that other changes be made to make them freer of White House control.

GOP members of the subcommittee and full committee blasted the Democratic report and defended the present set-up. They charged the report "shows strong personal bias" and "relies on stories and rumors of former and disgruntled employees of regulatory agencies."

WB 'Tripling' TV Activity

From THE DAILY Bureau

BURBANK, Calif., Jan. 2. — Plans for a program of television expansion which will see the company's TV production schedule "more than tripled" in the early months of 1958 and a steady acceleration of activities throughout the year, were announced yesterday by Warner Bros.

The program calls for launching two new full-hour shows and a new half-hour show as soon as possible according to William T. Orr, executive producer of the studio's TV division. The new shows were said to be an outgrowth of recent meetings between Jack L. Warner, president Warner Bros. Pictures, Inc., and Leonard H. Goldenson, president American Broadcasting - Paramount Theatres, and will join the "Cheenne" and "Conflict" series on the Warner schedule for ABC-TV.

The first of the new shows will be a half-hour dramatic adventure series titled "Amazon Trader" and will consist of stories filmed on location in the wilds of the Amazon jungle.

One Man's TV Views

By Pinky Herman

THE ALMOST overnight acceptance of television by John Q. Public just a few years ago with the result that national and local advertiser jumped on the TV bandwagon brought about another natural circumstance; the constant reduction in the network basic radio rates. A report, however, from ABCheftains reaches us that effective April (no foolin') 1957, their radio rates will be increased. Can't seem to recall if any similar move has been made by any other network since the advent of TV. . . . Guild Films has signed 16 w.k. motion picture and TV artists, including Hans Conreid, Joan Vohs, Jess Barker, Frank Orth and Paul Gilfoyle for important roles in their current telefilm series "Captain David Grief," starring Maxwell Reed, which is filmed in the South Pacific.

☆ ☆ ☆

Every so often a new song will zoom a new singer into stardom, and we cite Teresa Brewer's platter of "Till I Waltz Again with You," Doris Cornell's "It Isn't Fair," Bill Hayes' "Davey Crockett," and more recently Prudence & Patience's waxing of the Billy Rose-Lee David oldie, "Tonight You Belong to Me."



Bruce Hayes

Comes along a young baritone named Bruce Hayes with a rhythm ballad novelty entitled, "If You're Mine" (Say You're Mine) on the Anchor label which can easily make the talented Bruce Tin Pan Alley's newest star. Dee-javs all over the country will latch on to this one. Flip side is another cutie "Non Parla Italiano." . . . Kathi Norris and her 11-year-old daughter Pamela are currently in Europe where they'll make a series of mother-daughter telefilms with human interest pix and talks located in Brussels, Rome and Vienna. . . . Ed Lieberthal formerly program operations mgr. at DuMont has taken over a similar position at Barry & Enright Prod.

All
the News
That
Is News



MOTION PICTURE DAILY

Concise
and
to the
Point



DL. 81, NO. 3

NEW YORK, U.S.A., FRIDAY, JANUARY 4, 1957

TEN CENTS

U. S. in '56

Foreign Films Seen Grossing \$2,000,000

ayer Cites Increased
Major Circuit Bookings

By GUS DALLAS

"Foreign language films will show total gross of \$2,000,000 as an absolute minimum for 1956," according to Arthur L. Mayer, president of the Independent Motion Picture Distributors Association of America.

The figure is not sensationally higher than previous years, but the significance of the gross is in two invisible qualities, he explained. First is the fact
(Continued on page 6)

Charles Levy Returning to Disney Post As V-P

Charles L. Levy will rejoin Buena Vista, Walt Disney Prod. distribution subsidiary, as vice-president in charge of advertising-publicity about Feb. 1. Levy had been with the Disney organization for 10 years as Eastern
(Continued on page 2)

Televisión Today

Page
6

FOR THE RECORD

The Box Office Hits of 1956

The following pictures, released during 1956, are presented by Motion Picture Daily as top grossing pictures of the year. They are listed alphabetically.

The Bad Seed (WB)
Bus Stop (20th-Fox)
Carousel (20th-Fox)
The Conqueror (RKO-Hughes)
The Eddy Duchin Story (Col.)
Giant (WB-Stevens)
Guys and Dolls (MGM—Goldwyn)
High Society (MGM—Siegel)
The King and I (20th-Fox)
I'll Cry Tomorrow (MGM)
The Man in the Gray Flannel Suit (20th-Fox)

Man Who Knew Too Much (Par.)
The Man with the Golden Arm (UA—Preminger)
Moby Dick (WB—Moulin)
Picnic (Col.)
Rebel Without a Cause (WB)
The Rose Tattoo (Par.—Wallis)
The Searchers (WB—Whitney)
To Catch a Thief (Par.—Hitchcock)
Trapeze (UA—Hecht-Lancaster)
War and Peace (Par.—Ponti-DeLaurentiis)

NARTB Code Adopted By TV Film Producers

From THE DAILY Bureau

WASHINGTON, Jan. 3.—Adoption of the Television Code of the National Association of Radio and Television Broadcasters by the Alliance of Television Film Producers was formally effected today.

Affiliation of the alliance members to code participation marks the conclusion of negotiations which have been in progress for the past several
(Continued on page 6)

Allied Artists Acquires Milwaukee Exchange

Arrangements have been concluded for Allied Artists Pictures Corp. to acquire the Milwaukee exchange, formerly owned and operated by Ray and Oliver Trampe, according to an announcement by Steve Broidy, president of Allied Artists. Representing Allied Artists in the negotiations to take over the Milwaukee franchise, effective next Feb. 1, was Edward Morey, vice-president of the organi-
(Continued on page 2)

See Wage Proposals Affecting Theatres

From THE DAILY Bureau

WASHINGTON, Jan. 3. — Labor Secretary Mitchell said the Administration would ask Congress to extend Federal minimum wage coverage to as many more workers as "is practicable and possible."

He said he would not spell out detailed recommendations for extended coverage until he testified before the appropriate House and Senate committees. However, the recommendations are considered certain to include
(Continued on page 6)

Schine Lawyer Lists Additional 'Errors'

Special to THE DAILY

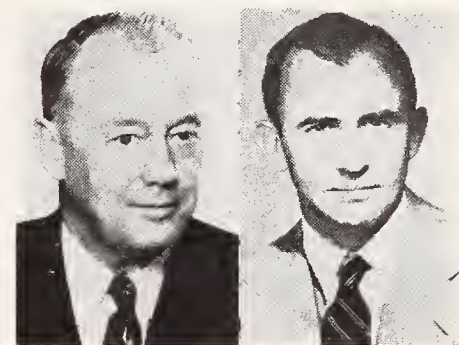
BUFFALO, Jan. 3.—In asking Federal Court for an arrest of judgment and a new trial of the Schine Theatre interests, found guilty of criminal contempt last week by Federal Judge Harold P. Burke, defense attorney Frank G. Raichle charged these additional errors on the part of the judge:
Failure to hold a hearing on a mo-
(Continued on page 3)

Strengthens Hand

Killion, Pace Are Named to Loew's Board

Full Roster; 7 'Outsiders,'
Six from Management

George L. Killion, president of the American President Lines, San Francisco, and Frank Pace, Jr., former Secretary of the Army, were elected to



George Killion Frank Pace, Jr.

the board of directors of Loew's, Inc., yesterday. Their election fills two vacancies which existed on the board,
(Continued on page 2)

Tomlinson Blasts New Loew Election

Joseph Tomlinson, holder of 250,000 shares of Loew's stock and critic of the company's management, yesterday called the election of two new members to the company's board a "subterfuge" which "does not get to the root of Loew's troubles."

His statement follows:
"The 11th hour election of two new men to the board of Loew's will not fool the stockholders. Other good men have quit the board in disgust after finding out what goes on in the Loew's management."

"Management seems to be running very fast, indeed, for the purpose of
(Continued on page 2)

ADVERTISED
IN THE
JANUARY
ISSUE OF

Redbook

THE MAGAZINE FOR YOUNG ADULTS

Nearly
7,000,000
Primary Readers

A
UNIVERSAL-
INTERNATIONAL
PICTURE
CINEMASCOPE
Technicolor

ROCK HUDSON • MARTHA HYER • DAN DURYEA • DON DeFORE • ANNA KASHFI

BATTLE HYMN

THE TRUE STORY OF A MINISTER TURNED FIGHTER PILOT

PERSONAL MENTION

FRANK KING, president of King Brothers Productions, has arrived in New York from Hollywood.

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, will leave here over the weekend for Salt Lake City, returning in mid-week.

ALVARO REY, United Artists manager in Colombia, has arrived in New York from Bogota.

HERMAN RIPPS, newly-appointed Western sales manager for M-G-M, will leave here today to take up his new duties, with headquarters in Los Angeles.

PHILIP GERARD, Universal Pictures Eastern publicity manager, and **COL. DEAN E. HESS**, the "flying parson" of Korea, will leave New York on Tuesday for Toronto.

MRS. EDWARD D. COHEN, wife of the 20th Century-Fox Latin-American supervisor, has given birth to a daughter here at Doctors Hospital.

CHARLES OKUN, Coca Cola special sales representative, will leave New York this weekend for Dallas.

DIANA WYNARD will arrive in New York from London tomorrow via B.O.A.C.

PATRICIA MURPHY, sister of **JOHN F. MURPHY**, vice-president of Loew's Theatres, has announced her engagement to **JOSEPH E. SULLIVAN** of Fall River, Mass.

PRINCE LITTLER, British producer, arrived in New York from London yesterday via B.O.A.C.

Universal Dividend

The board of directors of Universal Pictures Co., Inc., has declared a quarterly dividend of \$1.0625 per share on the 4½ per cent cumulative preferred stock of the company. The dividend is payable March 1, 1957, to stockholders of record at the close of business on February 15, 1957.

NT Dividend Set

LOS ANGELES, Jan. 3.—The National Theatres, Inc., board of directors today declared a quarterly dividend of 12½ cents per share on the outstanding common stock, payable Jan. 31 to stockholders of record on Jan. 17.

Killion, Pace to Loew Board

(Continued from page 1)

bringing the membership to its maximum of 13.

The Loew's board now consists of seven "outside" members and six management members. One of the criticisms of dissenting stockholders of late has been that management members dominated the board. Two vacancies were created several months ago when representatives of Lazard Freres and Lehman Bros., downtown investment brokers, resigned from the board. Subsequently, Richard Crooks of Thomson & McKinnon, investment firm, was elected to the board but resigned about two weeks ago.

Joseph Tomlinson, said to be the largest individual stockholder of Loew's with 250,000 shares, recently asked for the resignations of four management members of the board. He is a Thomson & McKinnon client but Crooks was not his representative, he said. Tomlinson variously is reported as having asked the right to name three to seven directors to the board. He has said that if his aims can be accomplished he will not engage in a proxy contest with management for control of the company at



George T. Baker

the annual meeting of stockholders scheduled for Feb. 28.

Currently there is no significant alliance of large Loew's stockholders groups with Tomlinson. Yesterday's elections of Killion and Pace to the board are viewed favorably by some of the largest stockholders groups, thereby presumably lessening the chances of their throwing their support to Tomlinson should he decide on a proxy solicitation.

Pace has been a member of the Loew's Theatres board of directors and resigned to join the parent company's board with the approval of the U. S. District Court. George Theodore Baker, president of National Airlines since 1934, and also chairman of the board and a director, was elected to the theatre company board to fill the vacancy. Other members of the Loew's Theatres board are Leopold Friedman, president; Thomas L. Norton, Thomas J. Connellan, Eugene Picker and John Murphy.

In addition to heading the President Lines, Killion is chairman of the California State Board of Control, State Lands Commission; member of the Toll Bridge Authority, the State Teachers Retirement Board, and the State Employees Retirement Board.

Pace is executive vice-president and director of General Dynamics Corp., a director of Carriers and General Corp., the Bullock Fund Limited and the Putnam Trust Co. of Greenwich, Conn.

A. A. Acquires

(Continued from page 1)

zation, who makes his headquarters in New York.

Allied Artists will continue to operate in the same offices located at 1032 No. 8th Street, Milwaukee. The Trampe brothers, who have their own film shipping company called Film Service, will continue their physical operations for the A.A. branch.

Acquisition of the Milwaukee branch follows closely the acquisition last September of the four Southern branches formerly owned by the late Arthur Bromberg.

Picketing in Albany

ALBANY, N. Y., Jan. 3 — Engineers Local 106, AFL, are continuing to picket Fabian's Palace Theatre in a dispute over the renewal of their contract. The picketing started Monday noon and continued until midnight. A sign posted outside the box office explained that the theatre "always employed and still employs union help (AFL-CIO). The engineers union refused to negotiate a contract."

Tomlinson Criticizes

(Continued from page 1)

staying in precisely the same place. They are merely confirming my insistence on the need for a change.

"I wonder if the two new directors have examined what they are getting into. This is a subterfuge—and an attempt at a white washing job, but it does not get to the root of Loew's troubles.

"It does not cure the mismanagement. It does not dismiss the executives who the stockholders insist must go. What about the waste and nepotism in Loew's Inc.? What about the company's steadily declining prestige and earnings? What about their studied concealment of the true weaknesses in their financial structure?

"All they are doing is putting on a coat of paint as a cover up—but the stockholders see through it."

Nutt Aide to Dozier

HOLLYWOOD, Jan. 3.—RKO Radio story editor William Nutt today was appointed administrative assistant to vice-president William Dozier, succeeding Stephen Alexander, who resigned yesterday.

Premieres Set For 'St. Joan'

Otto Preminger's film version of Bernard Shaw's "Saint Joan" does not go before the cameras until next Wednesday, but world premiere and pre-release dates for the picture have already been set.

Dual world premieres of the United Artists release are set for May 12 at Orleans and Paris, in connection with France's annual Joan of Arc national holiday. Pre-release engagements are scheduled for June at the Victoria Theatre, New York; Leicester Square, London; Chicago, and Los Angeles.

Levy Back to Disney

(Continued from page 1)

publicity director, then national advertising, publicity and exploitation director, before joining the 20th Century-Fox home office advertising-publicity staff, from which he is resigning.

Al Margolies, who has been advertising-publicity director of Buena Vista for the past two years, announced his resignation on Wednesday, effective Jan. 31.

Huston Directing 'Arms'

The Selznick Company, Inc., has announced that an agreement has been reached for John Huston to direct David O. Selznick's production of Ernest Hemingway's "A Farewell to Arms." Ben Hecht will arrive in Hollywood Saturday, Huston, Tuesday, to join Selznick for 10 days work on the script. Immediately upon conclusion of these minor rewrites, Selznick and Huston will return to Italy, where the picture will be filmed.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
MARLON BRANDO · GLENN FORD
MACHIKO KYO
starring in Cinemascope and METROCOLOR in
"THE TEAHOUSE OF THE AUGUST MOON"
AN M-G-M PICTURE
and THE MUSIC HALL'S GREAT CHRISTMAS SHOW

TEASERETTES

PREVUES
ADVANCE
CROSS PLUGS
FILMACK 1327 S. WABASH CHICAGO 5, ILL. \$1.75 each

FAMOUS FOR MANY USES!
These 3 frame trailers feature art backgrounds, photos and compelling off-stage voices! NO CONTRACTS, NO RETURNS!

Fox Regional Heads to Meet

A review of company policy and detailed program for the merchandising of 20th Century-Fox's expanded product line-up for 1957 will be developed at a series of important division managers meetings this month called by Alex Harrison, general sales manager.

To be held in five exchange centers — Toronto, Atlanta, Philadelphia,



Alex Harrison

Chicago, Los Angeles, the planning meetings will be conducted by Harrison with division managers of the respective territories and will be attended by managers, salesmen and head brokers of the company's divisions in the United States and Canada.

The series of meetings will start in Toronto next Wednesday-Thursday, bringing together executives of the Canadian district managed by Peter Myers. C. Glenn Norris, Central-Canadian division manager, will fly to Toronto with Harrison for the two-day parley.

The general sales manager will convene a meeting of Harry C. Ballance's southern division in Atlanta on Jan. 16-17. South-East District manager Paul S. Wilson and South-West District head, Mark Sheridan, Jr., will also participate in leading the discussions.

Philadelphia Conclave Jan. 23-24

Martin Moskowitz's eastern division will meet in Philadelphia Jan. 23-24 to map distribution plans for the new year. District managers Abe Dickstein, Atlantic, and Al Levy, North-East, will join Harrison and Moskowitz in conducting the meeting.

The fourth in the series of meetings will take place in Chicago, on Jan. 25-26, bringing together Morton A. Levy's mid-west and Thomas O. McCleaster's central district.

Herman Wobber's western division will meet Jan. 30-31 in Los Angeles in the fifth and final meeting of the series. Wobber and Reville Kniffen, assistant division manager, will join the general sales manager in leading the discussions.

Memorial for Richey

NEW ROCHELLE, N. Y., Jan. 3 —A memorial bulletin board to the late Henderson Richey, who was head of MGM's exhibitors relations department, was dedicated Sunday at the First Presbyterian Church here. Richey, who died last year, was prominent in the affairs of the church. The board was dedicated by the Rev. Thomas R. Gee, with Richey's wife and daughter attending the service.

Campaign in Boston Designed to Pay Tribute To Teenagers Is Scheduled for February 23

Special to THE DAILY

BOSTON, Jan. 3—"Teenager Day" has been set for February 23 here, it is announced by city officials. Mayor John Hynes has named James D. Mullin, executive secretary of the Civic Improvement Committee, to head a special committee which will set up programs honoring teenagers. The idea was suggested to the city by the Boston Hearst papers.

Mullin will call together a committee of prominent Boston theatre exhibitors and their publicists to discuss theatre programs for that date, at which time it is suggested that theatres pay tribute to the teenagers, listen to their comments on the type of films they desire to see, and instill in them a feeling of participation in the motion picture industry.

Meanwhile Hartford has reported that Bernic Menschell and John Calvocoresses of Boreal Theatres, Inc., are experimenting with a teen-age price and feature policy at the Plainfield theatre in nearby Plainfield. Plans include a special teen-age price range and a rock 'n roll night featuring Columbia's "Rock Around the Clock."

MPAA Ad-Pub Directors Schine Lawyer Meeting Here Today

The advertising and publicity directors committee of the Motion Picture Association of America's business building group is being held at noon today at the Harvard Club instead of next monday, as reported in an inadvertent error in MOTION PICTURE DAILY yesterday.

Tamarin to Report

The group will study and discuss the response of the Association of Motion Picture Producers to the business building plan submitted to the West Coast people. A report of the AMPP reactions to the plan and the AMPP proposals for a 1957 Golden Jubilee will be presented by Alfred Tamarin, sub-committee chairman, who returned recently from Hollywood after conferring with AMPP officials, studio publicity representatives and the Academy of Motion Picture Arts and Sciences.

A member of the advertising directors committee said that the group would consider the appointment of a sub-committee to meet with COMPO representatives "perhaps Monday night or in the early part of next week" at the Harvard Club to continue efforts to co-ordinate the business building plans on an all-industry basis.

Lewis Tells of Enthusiasm

Speaking of "enthusiastic exhibitor interest" in the proposed programs, Roger Lewis, chairman of the ad-pub directors committee, said that his group was encouraged by the "strongest expression in years on the part of the exhibitors to join with us in such a program."

Johnston Here Monday

Eric Johnston, president of the Motion Picture Association of America, will arrive in New York Monday for some "informal" conferences with MPAA officials, it was announced yesterday. Although the purpose of his visit was not disclosed, it was reported that the meetings will not be official executive board gatherings.

Schine Lawyer

(Continued from page 1)

tion to extend the time for sale of the theatres and to modify the terms to note that new forms of competition had a depressing effect on Schine earnings.

Rulings on receipt and exclusion of evidence and records called for by the respondents.

Finding Howard M. Antevil responsible in connection with the alleged failure to divest theatres after ruling the defendant had no authority to act in connection with the divestiture matters.

Admitting testimony of Sidney M. Markey, Benjamin Worth and Harold J. Cleary in rebuttal of defense testimony that was excluded when objected to by the Government.

Charges 'Unsupported' Findings

Denying motions for acquittal at the end of the Government case and at the end of the trial, finding guilt contrary to the weight of evidence and finding facts that were not supported in the conclusions of law.

Raichle noted that Government counsel had told the judge during the trial that "there is really little dispute between the Government and the respondents as to the facts concerning events prior to the entry of the 1949 decision and negotiations with respect to the extension."

Book 'Commandments' In 13 More Theatres

Cecil B. DeMille's production of "The Ten Commandments" has been booked in 13 additional theatres, making a total of 36 to-date, Charles Boasberg, supervisor of world-wide sales on the picture, reported yesterday.

The new theatres are as follows: Daytona Theatre, Daytona Beach; Palace Theatre, Dallas; Metropolitan, Houston; Palace, Fort Worth; Aztec, San Antonio; the Plaza, El Paso; Roxy, Kansas City; Brown Theatre, Louisville; Fifth Avenue Theatre, Seattle; the California, San Diego; and the Lyric, Minneapolis; The Ritz, Tulsa; The Clyde, Fort Wayne, Ind.

NEWS ROUNDUP

AMPP Host to 921 in 1956

The International Committee of the Association of Motion Picture Producers has reported from Hollywood that 921 official guests, representing 65 countries, were entertained by major studios during 1956. The total is 175 greater than the year before. Included were 310 government officials, 165 newspaper editors and correspondents, 137 educators, 40 motion picture producers, 135 industrialists, and 108 foreign exchange students.

Special 'Men' Screenings

Community leaders and press representatives in 34 key cities will attend special theatre previews of 20th Century-Fox's "Three Brave Men" between Jan. 8-15 in a major public relations program patterned after the "highly successful" campaign for "A Man Called Peter," according to Fox officials.

Over 50,000 civic people and journalists are expected to be present at the screenings, which will be hosted by the branch managers. The program commences on Jan. 8 in Philadelphia, Boston and Detroit.

Sullivan 'Brotherhood' Trailer

Television star Ed Sullivan has completed a special Brotherhood promotional film which will be shown in more than 15,000 theatres throughout the country during Brotherhood Week, February 17-24, it was announced by William J. Heineman and Spyros S. Skouras, Jr., national co-chairman of the inter-faith campaign sponsored by the National Conference of Christians and Jews.

Sells Theatre Here

The Empress Theatre in Manhattan has been sold to the Matsan Theatre Circuit Co. by owner Joe Rosenzweig, it has been announced by David J. Sanders, president of the eight theatre Matsan circuit. The Empress had been closed for alterations, Sanders said, and was reopened on a continuous Spanish-speaking film policy.

'Man' Grosses \$2,800

Universal's "The Great Man" grossed \$2,800 at its opening on New Year's Day at the Sutton Theatre here. The figure was incorrectly listed as \$28,000 through a printer's error in a story in yesterday's MOTION PICTURE DAILY on local business over the holiday.



**"TEA"-OFF TO
BIG BIZ TO
START THE
NEW YEAR!**

Want to top "High Society"?

Want to beat "I'll Cry Tomorrow"?

That's the experience of M-G-M's
big new hit in many of its first 43
engagements!

M-G-M presents
in CINEMASCOPE and METROCOLOR

MARLON BRANDO
GLENN FORD
MACHIKO KYO

in

**"THE TEAHOUSE
OF THE
AUGUST MOON"**

co-starring

EDDIE ALBERT

with

PAUL FORD • JUN NEGAMI

NIJIKO KIYOKAWA

MITSUKO SAWAMURA

Screen Play by JOHN PATRICK

Based on a Book by Vern J. Sneider

And the Play by John Patrick

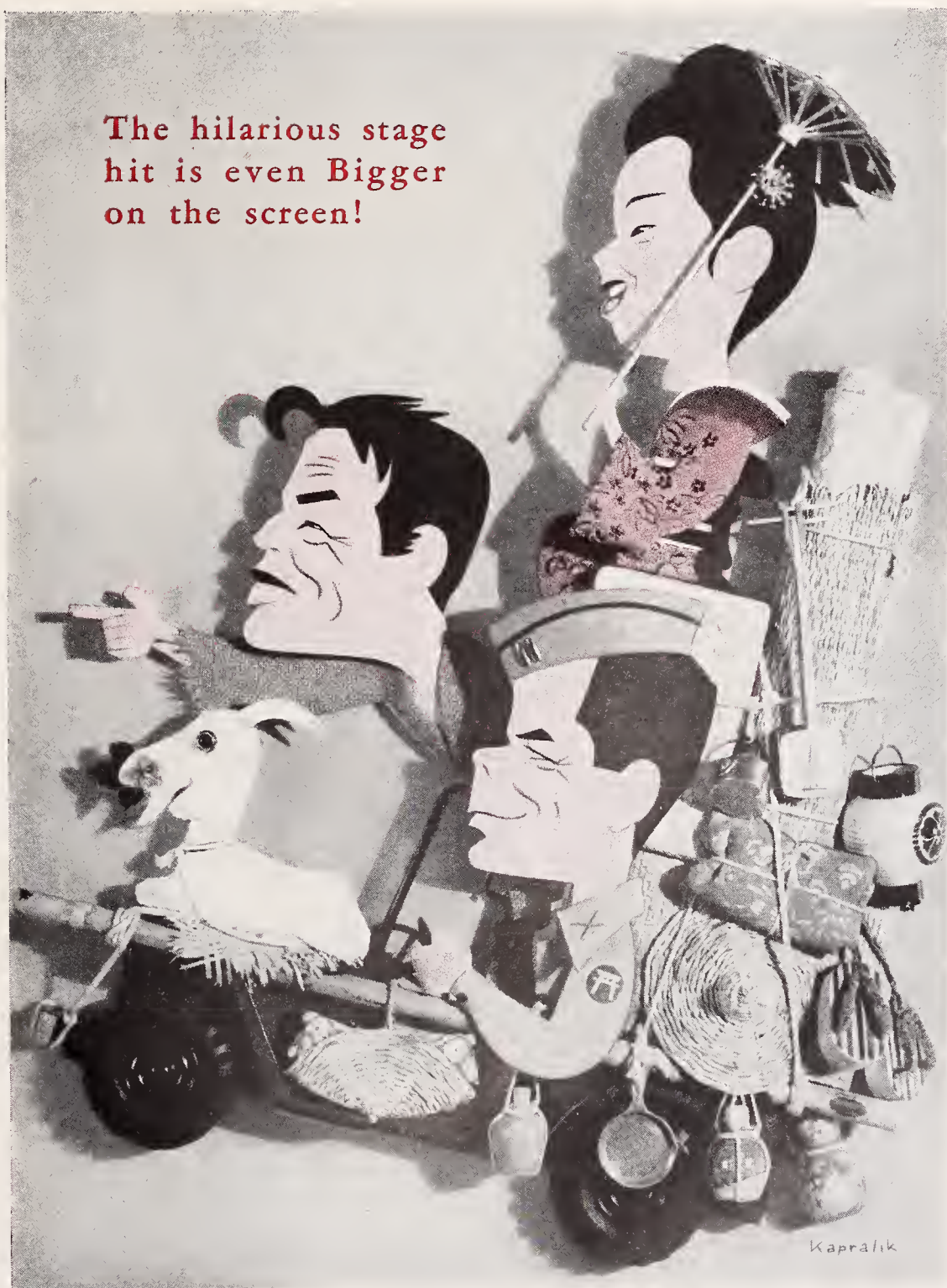
Directed by DANIEL MANN

Produced by JACK CUMMINGS



(Available in Magnetic Stereophonic,
Perspecta Stereophonic or 1-Channel Sound)

The hilarious stage
hit is even Bigger
on the screen!



National Pre-Selling

"AT LAST! Movies are better than ever," reports Ruth Herbert in her "Assignment in Hollywood" department in the January issue of "Good Housekeeping." Ruth goes on to say, "What a triumph we've had in 'Giant'! In Tennessee Williams' 'Baby Doll.' Partially in 'War and Peace.' Overwhelmingly in 'The King and I.' And stupendously in 'Around the World in 80 Days.' What masterpieces we've been getting in Mr. Disney's nature series.

"Now we have 'Anastasia,' in which Ingrid Bergman and Helen Hayes, particularly, give wonderful performances. 'The Teahouse of the August Moon' is enchanting, with Marlon Brando giving a superb performance and Glenn Ford a fantastic one."

A particularly striking "The Lion's Roar" ad on "Teahouse of the August Moon" appears on the table of contents page of the December 29 issue of "The Saturday Evening Post."

Kim Novak, star of "The Jeanne Eagels Story," is on the full-color January cover of "Redbook." A six-page cover story appears in the same issue. It is liberally illustrated and dwells mostly on Kim's pre-Hollywood days and relates the transformation from an awkward, "unattractive" school girl into a present-day motion picture star.

Jon Whitcomb of "Cosmopolitan" went on location with the company of "Fire Down Below" to Tobago, an island off the coast of South America. While there, Whitcomb interviewed Rita Hayworth, star of this new Columbia picture. He tells of Rita starting work at 4:30 A.M. and working steadily for 12 hours. Whitcomb has painted a portrait of Rita that is printed in full color to illustrate the article.

Sal Minco wrote an autobiographic article that I am certain will be avidly read by the teen-age readers of "Seventeen's" January issue. He tells frankly and honestly how he started on his acting career and how closely he is emotionally attached to his mother, father, brothers and sister.

"Giant," "Rock, Pretty Baby" and "Somebody Up There Likes Me," now in release, are publicized by production photos which illustrate the article. Other Sal Mineo films mentioned in the article are Columbia's "The Young Don't Cry," soon to be released, and "Dino," the A.A. film that is being prepared for production.

The cover of the December 29 issue of "Saturday Review" is devoted to Elia Kazan, producer of "Baby Doll." This new Warner release is reviewed in the same issue.

WALTER HAAS

Foreign Films

(Continued from page 1)

that the quality of foreign language pictures has risen, based on the theory that "although the high spots are not the highest in history, the low spots are not the lowest."

But perhaps more important is the fact that in 1956 there was a marked development of interest by major theatre circuits in experimenting with sub-titled films in their general run theatres. They may have been forced to it by their unhappiness over a "product shortage," but results so far "are very encouraging," he said.

Sub-Titled Films on Increase

"There are only about 500 full and part time art theatres in the U.S., but this year has had over 10,000 bookings for foreign product," he said. More theatres than ever are using sub-titled pictures. They have penetrated the biggest theatre chains and such hitherto difficult areas as the South and Central West.

The use of foreign product in general situations is still too recent a development for concrete conclusions, Mayer pointed out. The results also depend on the capacity of the manager or organization to handle the picture properly in relation to the particular audience which is available.

Says Quality Is High

"The growth of the foreign film here has been steady and consistent over the past 20 years," he said. "It has never been an exciting growth. The widening will continue slowly and steadily. This is predicated on foreign product being good, and what I've seen of forthcoming pictures from abroad indicates they will improve."

"The continuing success of the foreign language film is also dependent on Hollywood's ability to supply theatres with product. If Hollywood falls down, it will certainly cause a sharper increase in the use of foreign product."

Wage Proposals

(Continued from page 1)

extension to some theatres and other retail and service establishments.

The Administration will not seek any increase in the present \$1 an hour minimum, Mitchell told a press conference.

Extended minimum wage coverage is shaping up as one of the major legislative fights of the coming year, with both the Administration and Northern Democrats pushing for it. The Administration sought extended coverage in the past Congress but settled for the increase in the minimum wage.

Appoint New Agency

HOLLYWOOD, Jan. 3—Dr. Herbert T. Kalmus, president and general manager of Technicolor, has announced the appointment of McCann-Erickson, Inc., as its advertising agency.

Televisión Today

Screen Gems Readies 18 New Filmed Series

Eighteen new filmed series have been announced for the 1957-8 television season by Screen Gems, Inc., TV subsidiary of Columbia Pictures. The new programs include a wide variety of entertainment, from musical comedy to historical adventure, according to John Mitchell, vice-president in charge of sales for Screen Gems.

"Regardless of the trends toward any one type of programming, it is our intention to provide the widest possible scope to advertisers, agencies, networks and the at-home audience," Mitchell said. The 18 series, some of which are still in production, will encompass both hour and half-hour formats and will be in both color and black-and-white, he noted.

Titles Listed

The line-up of the new telefilm titles is as follows: "Here Comes the Showboat"; "The Shape, the Face and the Brain"; "Tom, Dick and Harry"; "The Book of Books"; "Dr. Mike"; "Casey Jones"; "Shore Leave"; "Ivanhoe"; "Danger Is My Business"; "Western Ranch Party"; "John Wildlife"; "You Can't Take It with You"; "Johnny Nighthawk"; "Clipper Ship"; "The Web"; "University Award Theatre"; "The Leathernecks," and "Standing Room Only."

Screen Gems will have invested "well over" \$1,000,000 in the production and planning of this group of films, Mitchell said, when all work is completed.

Storer Negotiating for Del. Station Interest

WILMINGTON, Del., Jan. 3—The Storer Broadcasting Co., which owns a chain of 14 radio and TV stations across the country, is reported negotiating for the purchase of controlling interest in the WPFH Broadcasting Co. here, according to Lawrence D. Biele, attorney for the WPFH owners.

The sale has not yet been approved by the stockholders of either firm or by the Federal Communications Commission. The FCC forbids any single owner to control more than seven radio and seven TV stations, and it is expected that Storer will dispose of some of its present holdings in order to acquire the WPFH interests.

Sign Desilu Deal

Splendex Enterprises has announced it finalized a deal with Desilu under terms of which the former will produce its forthcoming telefilm series, "The Five Star Show," with Desilu's stages and facilities at Motion Picture Center. Charles Wick, president of Splendex, announces that the Frances Langford segment goes before the cameras Jan. 10.

TV Film Code

(Continued from page 1)

months between the Code Review Board and alliance officials.

G. Richard Shafto, chairman of the Code Review Board of the NARTB said: "The sincere desire of the producers to voluntarily conform the product with the code's recommendations is gratifying to all of us in the television industry. The formal affiliation of the alliance members with the NARTB code extends significantly our industry's voluntary effort to provide program fare consistent with the preferences and tastes of millions of American television homes."

Maurice Morton, vice-president of McFadden Corp., and chairman of the ethics committee of the alliance stated that the alliance adopted the NARTB code in order to insure unanimity of ethical standards throughout the television industry—and to avoid possible confusion of multiple codes at various levels.

To Be Affiliate Subscribers

Terms of the agreement provide that the member companies of the alliance will become affiliate subscribers of the Television Code of the NARTB. A representative of the alliance will act as a non-voting member of the NARTB Code Review Board at the meetings when television film production problems are scheduled for review, as well as when changes in the code affecting film production are to be discussed.

The constituent members of the alliance will use the Television Code as a guide book in producing all future product and are authorized by the board to include in their films a special seal indicating voluntary compliance with the NARTB code provisions. The seal will not remove the responsibility of the broadcasters to preview film product before scheduling, but does proffer assurance that special care has been taken in the original production. Provision has also been made for removal of the seal for violation of the code by any alliance member company.

Morton to Be Liaison

The NARTB code staff will act in an advisory capacity to the new television film affiliate subscribers in the same manner it now serves television station and network subscribers. The alliance has named Morton to act as liaison with the code headquarters group.

Signs 18 Advertisers

More than \$1,500,000 in gross sales revenue has been accounted for by the signing of 18 advertisers for participation schedules on NBC-TV's Today, Home and Tonight programs during the past week, it is announced by Roy Porteous, manager, NBC participating program sales.

All
the News
That
Is News



MOTION PICTURE DAILY

Concise
and
to the
Point



DL. 81, NO. 4

NEW YORK, U.S.A., MONDAY, JANUARY 7, 1957

TEN CENTS

Under Lewis, Tamarin Compo, MPAA Meet Tonight On Campaigns

Jubilee and 'Sweepstakes' Are Up for Discussion

An effort to smooth out differences between two business building programs and get started on a single, coordinated campaign will be launched tonight at an important meeting between the Motion Picture Association of America and Council of Motion Picture Organizations at the Sheraton Asbury Hotel here.

Representing the MPAA will be its advertising and publicity director's committee. Chairman Roger Lewis will present to COMPO the plans for
(Continued on page 4)

Johnston Here Today for MPEA Conferences

Eric Johnston will arrive here today to start a series of regular meetings with the top executives of member companies of the Motion Picture Export Association. The purpose of the meetings is to study the outlook for coming years in all key foreign markets.

The meetings are expected to take place every six weeks or two months throughout 1957. A key element will be a stepped up drive planned to maintain and increase the foreign market for U.S. films, a member of the MPEA announced.

Approve U.S. Entries in Cannes Festival

Discussion and planning for foreign film festivals here and abroad topped the agenda at the Motion Picture Export Association board meeting late last week, while a discussion of future policy for the Indian market was tabled until a future meeting when more "facts and figures" would be available.

The foreign managers approved the Cannes Film Festival as an authorized competition for U.S. film entries.
(Continued on page 2)

Celebrates 84th Birthday Today

Zukor Sees Industry Moving To 'New High Ground' in 1957

By WILLIAM R. WEAVER

HOLLYWOOD, Jan. 6—"The year 1957 will be a better year for the motion picture industry than 1956 was," Paramount board chairman Adolph Zukor said today at the conclusion of MOTION PICTURE DAILY's annual birthday interview with



Adolph Zukor

the founder of his company. He will be 84 years of age tomorrow.

The industry has found out some important things in the past twelve months, the pioneer film executive pointed out — things that established horizons, sounded out longstanding theories, proved vital points. All of these things combine to provide guidance.
(Continued on page 4)

Par. Slates Meetings in Phila., St. Louis

Paramount home office executives, division and branch managers and field merchandising representatives will hold a two-part national sales and merchandising conference this month in Philadelphia and St. Louis. On the agenda will be the new year's product, sales policies and advertising, and publicity and exploitation plans.

George Weltner, president of Paramount Film Distributing Corp.; Jerry
(Continued on page 4)

Many Bills Affecting Film Industry Already Introduced in New Congress

By J. A. OTTEN

WASHINGTON, Jan. 6—Many bills of interest to the film industry have already been introduced in the new Congress.

With only a small number of the bills introduced on Thursday, Friday and Saturday made public, these proposals already were before the Congress:

Repeal of the 10 per cent Federal admissions tax, proposed by Representatives Dollinger (D., N.Y.) and Mason (R., Ill.);

Various schemes to cut the corporate tax rate to help small busi-

Nominator of 'Joe Smith' Introduces Tax Bill

Special to THE DAILY

OMAHA, Nebr., Jan. 6 — Terry Carpenter, the delegate who nominated the legendary "Joe Smith" at the Republican National convention last summer, was running true to form as a member of Nebraska's one-house legislature. Though he is a theatre-owner himself, Carpenter, on the opening day of the 1957 session, introduced a bill to establish a five cents a head amusement tax in Nebraska. The state has never had an amusement levy.

Carpenter owns a drive-in theatre in Terrytown, the suburb of Scottsbluff, Neb., which he incorporated as a village and named for himself.

Communion Breakfast Set Here February 3

The seventh annual Communion breakfast for Catholics in the motion picture industry will be held Sunday, Feb. 3, at the Waldorf Astoria following a 9 o'clock Mass at St. Patrick's Cathedral.

Rev. John J. Cavanaugh, director
(Continued on page 4)

For Fiscal Year

WB's Rentals, Sales Total \$73,350,938

Profit, \$2,098,000; From
TV Sales, \$15,295,000

Warner Bros. Pictures, Inc., has reported film rentals and sales, for the fiscal year ending Aug. 31, 1956, of \$73,350,938. Net profit, not including the profit from the sale of old films, was \$2,098,000, which is equivalent to 84c per share on the 2,482,247 shares of common outstanding.

This compares with film rentals and sales, for the period ending Aug. 31, 1955, of \$72,597,678; net profit of \$4,002,000, and \$1.61 per share on the 2,474,271 shares outstanding at the end of that period.

The company's profit of \$2,098,000,
(Continued on page 5)

Ayers Rejoins WB As Playdate Dept. Head

Norman J. Ayers, who resigned as Eastern district manager for Warner Bros. two years ago, is returning to the company to assume the post of head of the playdate department, it was announced by Roy Haines, general sales manager for Warner Bros. Ayers, who left the company for an extended vacation in February of 1955, had been with Warners for 25 years.

Ayers replaces Ernest Sands, who
(Continued on page 5)



Norman Ayers

Television Today

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5

PERSONAL MENTION

ONAS ROSENFELD, assistant to PAUL LAZARUS, Jr., vice-president of Columbia Pictures, left New York for London on Saturday via B.O.A.C.

HERBERT ERLANGER, secretary of the Motion Picture Association of America's tax committee, and ALBERT FISHER, of Loew's International, left here on Saturday for Belgium to look into tax problems there.

LAWRENCE FLYNN, Paramount traffic manager, will return to New York today from London.

CHARLES STEINBERG, who joins CBS Radio today in charge of audience reactions, was given a farewell luncheon at Sardi's on Friday by his associates at Warner Brothers.

MRS. SAM ISAACS, wife of the vice-president of Cumberland Amusement Co., Cumberland, Ky., gave birth there recently to a daughter.

CRACE LYNCH, assistant to the public relations manager at NBC, has announced her engagement to JACK WEAVER, of the Julius M. Mathews Agency.

HAROLD RAIVES, Schine Theatres district manager for Ohio, became a grandfather recently when his daughter-in-law, MRS. EDWARD RAIVES, gave birth to a son in Cleveland.

JOHN HUSTON, director, returned to New York yesterday from London via B.O.A.C.

Two UNESCO Reports

Two reports dealing with the evaluation and cataloging of educational, scientific and cultural films and filmstrips were issued by UNESCO this year for dissemination to countries engaged in classifying films. U.S. and British film people supplied much of the information because in both countries "the systematic elaboration of cataloging methods is in an advanced stage."

Capt. Auten to Sydney

Capt. Harold Auten, American representative of Greater Union Theatres, Australia, left here yesterday for the Coast en route to Sydney, N.S.W., by plane for business conferences with Norman Rydge, G.U.T. head. Capt. Auten will return to New York about Feb. 20 by way of Singapore, Rome and London.

Film Bills Filed in Congress Cannes Fete

(Continued from page 1)

ture Association to exempt motion picture rentals from the 30 per cent withholding tax levied on the income of foreign firms doing business here sponsored by Rep. Ikard (D., Tex.);

A bill by Rep. Fulton (R., Pa.) to make the Small Business Administration permanent, and proposals by several senators to extend its life past June 30 of this year;

A bill by Rep. Keating (R., N.Y.) to require large firms planning to merge to give the government advance notice;

A bill by Rep. Roosevelt (D., Calif.) to restrict the use of consent decrees in anti-trust cases; and

A bill by Rep. Yates (D., Ill.) to free from Federal income taxes amounts won as damages in private anti-trust suits.

House Judiciary Committee chair-

man Celler (D., N.Y.) said he planned fast committee action, possibly without further hearings, on various proposals likely to be made to tighten the anti-trust laws.

Celler said he would introduce four bills when the House meets tomorrow.

The bills would require large firms planning to merge to give advance notice to the government; give the Justice Department clear authority to bring anti-trust suits against firms even though the companies are regulated by the Federal Communications Commission or other Federal regulatory agencies; provide tight rules for the conduct of government industry advisory committee meetings; and free from income tax amounts won as damages in private anti-trust suits.

(Continued from page 1)

tries. The festival takes place May 2-17. The Berlin and Venice festivals were discussed and a final decision put off until a later date. Rules and regulations governing the selection of entries through 1957 and the sharing of expenditures were adopted, identical to those used in 1956.

A report was made to the board on the current status of the Japanese Film Week, scheduled for Jan. 20-22 at the Museum of Modern Art. Twelve Japanese delegates who will arrive here Jan. 15 will be entertained at an MPAA-sponsored luncheon at the Harvard Club on Jan. 23.

Other motion picture companies have been invited by the MPAA to participate in entertaining the delegates during the course of the film week, but as of late Friday there had been no response, according to an MPAA official.

Indonesia Considered

Economic conditions in Indonesia were discussed and a cost of living wage adjustment was approved for film exchange employees in that country. There was further discussion pertaining to the establishment of a legalized MPAA film board in the Philippines area. A decision was postponed to a later date.

A proposed tax levy to start Mar. 1 in Turkey was also on the agenda but was not brought up for discussion before adjournment of the board.

New Distribution Pacts For AA in Far East

Two additional agreements for distribution of Allied Artists product in the Far East were announced at the weekend by Norton V. Ritchey, president of Allied Artists International.

Ritchey said that pacts have been consummated by William E. Osborne, the company's manager for the Near and Far East and Africa, with Malay Film Service, Ltd., of Singapore and L'Office Franco-Vietnamien du Cinema, of Saigon, Malaya Film Service covers Singapore, the Federation of Malaya, Sarawak, Brunei and British Borneo, while L'Office Franco-Vietnamien supplies the Indochinese areas of Vietnam, Laos and Cambodia.

Sell N. H. Drive-in

NEW HAVEN, Conn., Jan. 6—Berk and Krumgold, theatrical real estate specialists, announced that they have consummated a sale of the 1000-car Bowl Drive-in theatre here to the Cinema Circuit Corp., headed by Max A. Cohen and Mark I. Finelstein, who operate a large theatre circuit in the Metropolitan New York area.

International Sports Film Competition Set

ROME, Jan. 4 (By Air Mail).—The Thirteenth International Sports Motion Pictures Competition will be held in February at Cortina d'Ampezzo, in the Italian Dolomites, it has been announced by the presidency of the Council of Ministers of the Italian government.

The contest encourages and emphasizes the use of motion pictures in the sports field for documentation, publicizing sports and teaching techniques, the sponsors said. Films for the competition must be submitted to the offices of the Organizing Committee of the competition at 56 Via Veneto in this city not later than Feb. 15. The entries must be sent at the competitor's own expense.

43 German Films Here

Munio Podhorzer, president of Casino Film Exchange, has announced that his company had imported into the U.S. a record total of 43 German language feature films along with 19 short subjects in 1956. Of the 43, eight carried English subtitles and seven were in color. About 18 theatres in the country regularly play German films. CFE expects to raise its imports in 1957 to 50 or more films.

To Reopen Plaza

READING, Pa., Jan. 6—The Plaza Theatre here, located in the Masonic Temple Building and closed most of the time in the past few years, will be reopened after renovations as a motion picture house again by Walter S. Finch, Jr., of Shamokin, Pa., and Claude G. Finch, of this city, who have taken over the theatre on a lease basis.

Schine Order Delayed For Three More Weeks

BUFFALO, Jan. 6.—The 20-year-old case of the United States vs. Schine Theatres will be prolonged at least another three weeks. Federal Judge Harold P. Burke has agreed to delay an order of judgment against the Schine interests. He has found them guilty of criminal contempt.

The delay was requested by defense counsel Frank J. Raichle, who filed a motion for retrial on the contempt charges. Raichle asked the order of judgment be withheld until his arguments in support of the motion for a new trial of the case could be heard.

Raichle has informed the court he will be unable to present his arguments before Jan. 23 because of other commitments. U.S. Attorney John O. Henderson said the order of judgment is being prepared by Attorney General Brownell's staff in Washington. It will be held pending Judge Burke's ruling on Raichle's motion, however.

Proposal Made for Denver Ticket Tax

DENVER, Jan. 6 — As one of nine suggestions of new ways to raise taxes, a local committee proposed a five per cent amusement tax, which was immediately assailed as being "catastrophic" to Denver Theatres.

The proposal being most seriously considered by the city administration is a one per cent income tax on Denver residents and anyone earning part or all of their income in Denver. This proposal is to be put on a special election later, and if it passes it would probably avert other new taxes.

Watch this motion picture GROW!

*They spend
seventeen years
preaching "right"
and "wrong"... then
when you tell the
truth, nobody in
the crazy world
believes you...*

*Seventeen isn't an age
... it's an eternity*

RKO RADIO PICTURES presents

THE YOUNG STRANGER

STARRING

JAMES MacARTHUR

KIM HUNTER

JAMES DALY

WITH JAMES GREGORY

WHIT BISSELL • JEFF SILVER

Written by ROBERT DOZIER • Produced by STUART MILLAR

Directed by JOHN FRANKENHEIMER



Another profit show from the NEW RKO

Compo, MPA

(Continued from page 1)

the "Golden Jubilee" year-long promotion proposed by West Coast publicity and studio heads, which was reviewed and discussed last Friday at a meeting of the New York ad-pub group.

Alfred Tamarin, chairman of the sub-committee preparing plans for the Academy Awards Sweepstakes, reported to the committee Friday that the Academy of Motion Picture Arts and Sciences had studied rough materials to be used in the proposed audience contest and informed him that there would be no objection or hindrance from their organization.

'Merely Matching Wits'

It was the intent of the Academy that all publicity and ballot material make it very clear to theatre patrons that they were "merely matching wits" with the actual Oscar awards judges and that the theatre votes were for a separate contest. The Academy had also asked that the term "Oscar" and representations of the award figures not be used in any way with the campaign.

The Sweepstakes will be the major point of discussion at tonight's meeting between the ad-pub groups and COMPO. With the acceptance of the proposed program by COMPO, work on manufacturing and distributing the Sweepstakes materials to theatres could begin immediately, Tamarin said. It is also hoped that COMPO will take over the handling of the Sweepstakes.

Cleared with Canada, Texas

Tamarin also reported that the Canadian C O M P O and Texas COMPO, which run their own annual Sweepstakes, have made arrangements so that contest areas will not interfere with each other.

The fourteen members of the MPAA ad-pub committee found the "Golden Jubilee" program "a most useful presentation," it was said. The "Jubilee" is a program developed by West Coast industry people out of an original business promotion program devised by Lewis' committee and sent to Hollywood for approval and assistance in carrying it out.

Some Objections from Coast

The West Coast people objected to some points of the original program, specifically to a suggestion that some 300 newspaper reporters be brought to Hollywood for a tour of industry facilities. In view of some of the additional promotional ideas suggested by the Hollywood branch of the industry, the ad-pub committee felt that the tour project could be shelved, at least temporarily.

Other exceptions taken by the West Coast people "seemed reasonable" and the feeling was that harmony could be easily reached on the points, according to a member of the New York committee.

The most important contribution from their Hollywood colleagues, according to Lewis, was the "Golden Jubilee" concept, which would en-

Zukor Sees Future Bright

(Continued from page 1)

ance, together with assurance, that will carry 1957 to new high ground, both as concerns quality of product and with respect to economic stability.

In 1956 the industry found out, he said, that the long-feared calamity expected to follow the release of major-studio backlogs to television is not going to materialize. "It is true that the televising of the really fine old pictures has been interesting to millions of people, and will be, but those are not the millions of people who go to the picture theatre. Some are people who missed the pictures when they were new, or saw them and want to look at them again, but they are not the people—especially not the young people—who support today's theatres.

Cites Value of Length

Also in 1956, Chairman Zukor said, the industry learned for a certainty that a picture can run longer than 90 minutes — more than twice that long, in fact—without encountering customer complaint, if the story the picture tells is a good enough story. He said the only complaints Paramount has received on the length of its longer features have been exhibitor complaints, made by exhibitors who would like to run more shows per day than can be run with them.

This, he pointed out, is not a new or unexpected complaint. He recalls that when he imported "Queen Elizabeth" for exhibition in the United States, the first five-reeler to be shown in America, he encountered the same complaint. "Queen Elizabeth" ran 75 minutes, a length as extreme in its era as a three-hour picture seemed in mid-1956.

Sees Better End-Result

"The answer to the complaint was the same then as it is now," he said. "You just point out that you can run the longer programs a smaller number of shows per day, but you can run them a much larger number of days, and will actually play to a

brace any and all promotional campaigns that might develop in the course of 1957, the fiftieth anniversary of the first motion picture.

Scheduled to appear at the meeting tonight for COMPO are Ernest Stelling, president, who said he would make every effort to be here; Robert Coyne, COMPO counsel; Charles McCarthy, information director; D. John Phillips, Metropolitan Motion Picture Theatre Association representative, and Morton Sunshine, Independent Theatre Owners Association representative.

Invitations have also been extended to the following COMPO Press Relations Committee members: Harry Mandel, Harry Goldberg, Ernest Emerling, Jerome Pickman, Kenneth Clark, Gild Golden and Sam Rosen. All fourteen members of the MPAA ad-pub committee have been invited to the meeting.

larger number of people, finally, because everybody in attending-distance will be free to come to the theatre one day if not another."

It was also made clear in 1956, as it had been indicated before, that the size of the admittance price charged for a picture is unimportant. "The theory that people stay away from a picture because of a high admission charge is false," Zukor said, continuing, "as is being proved in two ways. It's proved by the fact that people go the genuinely popular pictures regardless of cost, and it's proved conversely by the fact that, if you've got a bad picture, you can't get anybody to come in and see it, even if you abolish the admission price altogether. This," he added with a smile after a short pause, "is a truth that television also has found out, for itself."

Stressed Importance of 'Story'

The man often charged with knowing his business better, man and boy, than anybody else in it, said, "Television is finding out another truth for itself, too, that we had to find out for ourselves and almost forgot, back in the boom days, to our sorrow. Television is finding out that no program it can put together is any good if it isn't founded on a good story. In our boom days, when we were spending all our Winters in Palm Beach or Palm Springs, and our Summers in the mountains, we got careless about the stories we used—and about the way we ran our theatres, too—and it took a solid jolt to bring us back to fundamental principles."

Predicts 'New Greatness'

With these and other facts of entertainment life affording safeguard against major error, Zukor believes, the theatrical motion picture can advance to new and richer greatness.

Zukor said he and his family will spend his birthday together quietly here, where he has been, on studio business, for two months, and plans to remain another.

SIMPP Meet Today

Jack Lamont, foreign sales chief of the Society of Independent Motion Picture Producers, and Marvin Faris, executive secretary, will arrive in Miami, Fla., today for conferences with Ellis Arnall, president of the company. Lamont and Faris plan to be in New York Wednesday, with Lamont departing for Europe shortly to open SIMPP's foreign office in Paris.

Boston Exchange Moves

BOSTON, Jan. 6 — The office force of Columbia Pictures here is in its new, modern office building at 45 Church Street on Film Row. The building, on which construction was started during the summer, cost \$150,000 and is completely air conditioned.

Para. Slates

(Continued from page 1)

Pickman, advertising-publicity vice president; Hugh Owen, vice-president; Sidney Deneau, Western sales manager, and Charles Boasberg, supervisor of sales on Cecil B. DeMille's "The Ten Commandments," will address the sessions.

The first meeting, involving the divisions in the Eastern half of the U.S. headed by Owen, will open Wednesday at the Warwick Hotel, Philadelphia, and continue through the following day. Gordon Lightstone, Paramount general manager for Canada, also will attend this meeting.

Second Meeting in St. Louis

The second meeting will be of the divisions in the Western half of the country, which Deneau manages. It will get underway at the Chase Hotel, St. Louis, on Jan. 16 and continue through the 18th.

Herb Steinberg, Paramount national exploitation manager, will attend both meetings. He will be joined at the first by field merchandising representatives Arnold Van Leer, Boston; Mike Weiss, Philadelphia; Ralph Buring, Cincinnati; Leonard Allen, Atlanta; Ed Wall, Albany, and Winston Barron, Toronto. The second meeting will be attended by field merchandising representatives James Castle, St. Louis; E. G. Fitzgibbon, Chicago; Peet Bayes, Denver; Walter Hoffman, Seattle; Bob Blair, Los Angeles, and Robert Bixler, Dallas.

Other home office executives who will attend both meetings include: Robert J. Rubin, vice-president of Paramount Film Distributing Corp.; Morris Lefko, a "Ten Commandments" sales executive, and Oscar A. Morgan, who is in charge of group sales for the DeMille film.

Communion Breakfast

(Continued from page 1)

of the University of Notre Dame Foundation and former president of the University, will be the principal speaker at this year's breakfast. Guests of honor will include stars of motion pictures, television and radio.

The movement for an annual Communion breakfast for Catholics in the industry was started in New York in 1951. Since then it has grown to include similar annual affairs in Hollywood, New Orleans, Detroit, Montreal and Toronto.

Correction

In a Dec. 20 report of a press conference held the previous day by Joseph Tomlinson, Loew's stockholder, MOTION PICTURE DAILY reported that Stanley Meyers was an observer and erroneously identified him as being associated with Wometco Theatres, Miami. Meyers is a Hollywood producer and a stockholder in Loew's. MOTION PICTURE DAILY regrets the error and extends apologies to all concerned.

VB Rentals

(Continued from page 1)

Jack L. Warner, president, reported to stockholders, does not reflect the sale of its old library of feature motion pictures, released on or before December 31, 1949, and its short subjects and most of its cartoons, released prior to Aug. 1, 1948. These films, Warner said, were sold for \$21,000,000, which resulted in a profit, after taxes and expenses, of \$15,295,000, or \$6.16 per share.

Dividend Declared

The board of directors has declared a dividend of 30c per share, payable Feb. 5, 1957, to stockholders of record Jan. 18, 1957.

Although final operating results for the first quarter of the current fiscal year, ended Dec. 1, 1956, are not yet available, Warner indicated that "net profit before capital gains and before provisions for federal income taxes and contingent liabilities will be in excess of the corresponding profit during each of the first two quarters, and will be considerably higher than the corresponding profit for each of the last two quarters, of the fiscal year ending Aug. 31, 1956."

638,951 Shares Acquired

The recent invitation to tender stock, the company president noted, resulted in the acquisition of 638,951 shares, at a cost of \$17,921,000. These shares, he added, "are now held in the Treasury, reducing the outstanding stock by approximately 25 per cent. Excluding the shares so acquired, there are now 1,843,296 shares outstanding."

Foreign activities have been expanding, both in areas covered and in business transacted, he pointed out. "A significant part of these operations is the 37½ per cent ownership in the voting stock of Associated British Picture Corp., Ltd., which has excellent studio and laboratory facilities, a distribution organization and one of the largest and best theatre circuits in the United Kingdom. "Recently," Warner said, "this firm entered into the British television broadcasting field in a substantial manner."

Sees TV Venture Successful

The experience gained from the company's successful entry in the television field in this country, he said, "warrants substantial expansion." This activity will be continued, he added, and additional series are now in the planning stage.

In his report, Warner pointed to the acquisition of important new properties of best-selling books and Broadway plays, and the general operating success of subsidiary companies, both here and abroad.

'Fat Years' Are Ahead For Industry, Says Korman

Special to THE DAILY

DETROIT, Jan. 6—Saul Korman, of Korman Enterprises, has a trade prediction founded on faith. Says Korman: "I believe in the Bible. The motion picture industry has just suffered seven lean years. I am convinced that 1957 will mark the commencement of seven fat ones."

Korman is implementing his belief with cash. He is investing heavily, in addition to general circuit improvements, by altering his New National Theatre which is being converted to first run policy.

Ayers Rejoins

(Continued from page 1)

has been appointed Midwest district manager, with headquarters in Chicago and supervision over Chicago, Milwaukee and Detroit, Haines also announced.

Robert Dunbar, former Midwest district manager, has been appointed branch manager of Warner Bros.' Des Moines office. Dunbar succeeds the late Herbert Blass.

All changes become effective today.

'Around World' Booked In Two More Cities

Michael Todd's "Around the World in 80 Days," released through United Artists, will open in two more cities this month in Todd-AO and a reserved seat-limited performances policy, it has been announced. It will bow at the Broadway Theatre in San Antonio on Jan. 10 and at the Panoramic Theatre in New Orleans on Jan. 23.

It was also reported that Saturday morning performances at 10:00 A.M. will be added to the Rivoli Theatre run in New York, commencing Jan. 19.

Svigals Named to Sales Staff at Trans-Lux

Edward R. Svigals has joined the executive sales staff of the Trans-Lux Distributing Corp., it has been announced by Richard P. Brandt, president of the company.

Svigals will assist George Roth, vice-president and general sales manager of Trans-Lux, Brandt said. He has been connected with the film distributing industry for 20 years and has been associated with Scalera Films, Times Film Corp. and Edward Harrison Associates.

Correction

MOTION PICTURE DAILY inadvertently reported on Friday that in returning to Buena Vista as advertising publicity director around Feb. 1, Charles L. Levy would be given the title of vice-president. Leo Samuels, BV president, said Levy would not have that title.

Television Today

RKO Teleradio Grosses Increase \$5.6 Million

Gross time sales of \$5,600,000 above those of the last fiscal year were reported from RKO Teleradio Pictures' six owned-and-operated TV stations and seven radio stations in a year-end summary delivered yesterday by Thomas F. O'Neil, chairman of the company board.

O'Neil reported an average gain in billings of 12 per cent for all seven RKO Teleradio stations, with individual increases up to 30 per cent. Part of the reason lay in a 15 per cent rating increase for all the stations in 1956.

Billings Up 23%

All six RKO Teleradio TV stations showed substantial increases in national spot and local billings, he said. The showings of three non-network TV stations, WOR-TV New York, KHJ-TV Los Angeles and CKLW-TV Detroit, were called "of even more contemporary significance" by O'Neil in view of an average 23 per cent increase in billings for the year.

Pointing out that these "independent" stations rely for the bulk of their programming on the showing of feature films, O'Neil said that "if anything more were needed to demonstrate the competitive programming power of high quality feature film product, the record of these three stations certainly supplies it."

ABC Heads Plan Meet With TV Affiliates Unit

The board of governors of the ABC-TV Affiliates Association will meet with executives of the American Broadcasting Co. in Miami, Fla., on Jan. 19 to develop and coordinate plans to further strengthen the network system, it was announced at the weekend by Fred Houwink, chairman of the ABC-TV affiliates.

The board will also convene in a closed session on Jan. 18, Houwink said. The meeting dates were selected to allow the affiliate group to participate in ABC television program and sales planning activities now underway. They would also enable ABC's top executives to get first hand reactions from the TV affiliates, Houwink said.

Weinbach Appointment

Mortimer Weinbach, vice-president in charge of labor relations, has been appointed vice-president and general counsel of the American Broadcasting Co., succeeding James A. Stabile, who has resigned, it was announced at the weekend by Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres, Inc. Weinbach has been with ABC since January, 1951.

IN OUR VIEW

IT IS rather coincidentally significant that immediately following our references last week to the emphasis placed recently by Merle Jones, new CBS Television president, on the value of public service activities, NBC comes forward with a concrete plan along the same lines. It was, of course, mere coincidence, and we claim no credit. Thomas B. McFadden, vice-president of NBC Owned Stations and NBC Spot Sales, has announced that radio and TV stations under NBC control will aim at a 15 per cent increase in public service activities during 1957.

It is a satisfying and concrete example of the right thinking which is becoming more and more manifest in the network scheme of things. The NBC plan of service in the communities concerned will include a technique which is described by the network as "Impact Public Service." It is characterized as a procedure whereby a station on occasion puts the full power of its resources behind a specific public service undertaking, employing basically the same type of vertical saturation generally associated with the seasonal advertising of particular goods or services. Editorial content of suitable programs, station breaks and one-minute announcements will be utilized.

"Impact Public Service" was devised by Don Bishop, director of publicity and community services for the NBC Owned Stations, and will be coordinated under his supervision. We offer an emphatic vote of thanks and best wishes to Mr. Bishop, and a congratulatory word to the executive echelon of the company who are so far-sighted and clear-sighted as to discern the vital necessity of such public service and to take steps to implement a program for improved public welfare material over the network.

From such activity the entire industry of television gains immeasurably. It is a dividend-paying procedure, always.

—Charles S. Aaronson

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Vol. 81, NO. 5 NEW YORK, U.S.A., TUESDAY, JANUARY 8, 1957 TEN CENTS

EDITORIAL Detroit Booking Opens New Avenue

By Sherwin Kane

THE remarkable success of the multiple first-run bookings of Allied Artists "Friendly Persuasion" in nine Detroit neighborhood theatres during the Christmas-New Year's holiday week has commanded widespread interest in the trade. In the eight-day period, and without matinees on non-holiday weekdays, the picture grossed in excess of \$100,000. Three of the nine neighborhood theatres playing it held the picture over. The gross compares with what might have been a three-week run in a downtown Detroit theatre producing anything from \$10,000 to \$70,000.

Some of the interest in the Detroit booking traces to the contention of exhibitors that changes in metropolitan residence and in economic and social conditions of urban populations call for new film selling methods which would permit neighborhood theatres in growth areas to play first-run simultaneously with downtown theatres. Samuel Pinanski of Boston, one such advocate, is convinced that motion pictures must be made as convenient for patrons to buy in outlying growth areas, as branches of department stores and supermarkets have made shopping for other wants. "If films are not distributed conveniently near to where the people live," Pinanski says, "then theatres go out of business, just as other stores would."

Pointing to the results of the Detroit "Friendly Persuasion" booking, Pinanski asks: "How much longer do we have to wait after the soundness of this plan has been demonstrated?" The experience would seem to be the frequent testimony of the potentialities of a policy of placing strong, new product where it is easiest for large numbers to reach, certainly not the exclusion of downtown first runs but to reach those considerable numbers who might not otherwise attend any theatre. In the face of current attendance conditions no bet as potentially important to the winning of new patronage should be overlooked.

Anti-Toll TV Bill Up Again

From THE DAILY Bureau
WASHINGTON, Jan. 7.—House Judiciary Committee Chairman Celler (D., N. Y.) has again introduced his bill to outlaw toll television.

This was one of many bills of interest to the industry introduced as members of the new Congress continued to swamp House and Senate bill clerks with proposals not acted on in the past Congress.

Rep. Walter (D., Pa.) introduced legislation sought by the Motion Picture Association to give Federal judges discretion to award less than the presently-required treble damages in Federal anti-trust suits. Rep. McDonough (R., Calif.) added another bill to repeal the Federal admissions tax.

Several House and Senate members introduced additional bills to give tax relief to small business, to make the Small Business Administration permanent and broaden its lending authority. (Continued on page 2)

Flynn Sees Decline in U. S. Filming Abroad

U. S. film producers are tiring of the growing disadvantages in going abroad to make pictures and will shortly make New York the new center for location production, in the opinion of actor Errol Flynn.

Flynn said at a press interview here yesterday that, although "on paper" foreign production seems less costly, labor difficulties, communication problems and other wastes and inconveniences have convinced many (Continued on page 2)

Loew's Management, Tomlinson Still Seeking to Avoid Proxy Fight

Conferences between Loew's management and Joseph Tomlinson, the company's largest individual stockholder, looking to an agreement which might avert a proxy contest at the company's annual meeting on Feb. 28, have been resumed here with specific but undisclosed proposals under consideration by both sides.

Joseph R. Vogel, Loew's president, interrupted a West Coast visit to return here by plane at the weekend to join in the conferences. He stated yesterday that "Several names have been proposed as nominees for the board of directors to be submitted to stock-

Broidy Arriving Here Today For AA Sales Meetings

Steve Broidy, president of Allied Artists, will arrive in New York today for a series of sales conferences with Morey R. Goldstein, vice-president and general sales manager, Edward Morey, vice-president and Norton V. Ritchey, president of Allied Artists International.

Pictures for which sales policies will be discussed include "Love in the Afternoon," "Jeannie," "Hunchback of Paris," "Dragon Wells Masacre," and "The Oklahoman." Broidy is expected to return to California in two weeks.

Conclude Paramount, Dot Record Merger

Paramount Pictures Corporation has reached an agreement with Randy Wood, president of Dot Records, Inc., whereby Dot will become a wholly owned subsidiary of Paramount, it was announced yesterday by Barney Balaban, president of Paramount, confirming a report which was published in MOTION PICTURE DAILY December 28. Wood will continue the direction of Dot Records with complete control (Continued on page 2)

Johnston Begins Meets With MPEA Executives

Top executives of member companies of the Motion Picture Export Association met yesterday afternoon with Eric Johnston, president of MPEA and the Motion Picture Association of America, to exchange ideas (Continued on page 2)

Fourth Pending SBA Rejects Three Theatre Loan Appeals

Two Refused for Lack of 'Unencumbered Collateral'

From THE DAILY Bureau
WASHINGTON Jan. 7. — The Small Business Administration has rejected three of the first four theatre loan applications it received. The fourth is still pending.

This was learned authoritatively from SBA officials. The agency does not announce loan applications which are rejected, but only those approved.

Two of the applications were turned down because the applicants didn't have enough "unencumbered collateral," while the third was rejected because the loan was being sought almost entirely to refinance existing indebtedness. (Continued on page 3)

Gordon to Paramount Post in Latin Amer.

Henry B. Gordon has been named Latin American division manager for Paramount International, it was announced yesterday by James E. Perkins, executive vice-president of the company.

Gordon succeeds Arthur L. Pratchett, who has retired from administering all the Latin American territory in order to confine himself to the less arduous administration of Paramount activities in Mexico. Gordon's (Continued on page 3)



Henry B. Gordon

Televisión Today Page 6

PERSONAL MENTION

MILTON SCHNEIDERMAN, United Artists manager in Japan, has arrived in New York from Tokyo.

EDWIN J. SMITH, vice-president and supervisor of European operations for Allied Artists International, has returned to London from New York.

MILTON E. COHEN, United Artists Eastern and Southern sales manager, is in Buffalo from New York.

HAROLD J. MIRISCH, Allied Artists vice-president, and **Mrs. MIRISCH** have announced the engagement of their daughter, **MAXINE**, to **JEROME M. SIEGEL** of Philadelphia.

EARL KEATS, United Artists publicity representative for the Pacific Northwest, has returned to his Portland headquarters from New York.

HELENJANE KATZ, daughter of **DAVID T. KATZ**, former manager of the Roxy Theatre here, has become engaged to **CHARLES S. GROSS** of Jersey City.

Mrs. JAY SOLOMON, wife of the general manager of Independent Theatres, Chattanooga, gave birth to a girl there last week.

Martin, Lewis Team Signed by Hal Wallis

HOLLYWOOD, Jan. 7 — Hal Wallis today announced completion of negotiations with Paramount, York Productions, Dean Martin and Jerry Lewis, for Lewis to star in "Sad Sack" and Martin to appear in another picture that will be announced later.

The announcement said this will retain Martin and Lewis as a team for future Hal Wallis productions.

Anti-Toll TV Bill

(Continued from page 1)

ity, and to extend coverage of the Federal minimum wage law to certain retail and service employees.

Senate Banking Committee chairman Fulbright (D., Ark.) introduced again his bill to cut the corporate income tax rate on the first \$25,000 of income and to boost it on the rest. At present, the first \$25,000 is taxed at a 30 per cent rate and the rest at 52 per cent. Fulbright's bill would lower the tax on the first \$25,000 to 22 per cent and boost the rate on the rest to 53 per cent.

Para. and Dot

(Continued from page 1)

and full authority to accelerate the expansion of the world-wide operation of the company which last year attained the status of a major label. There will be no structural or personnel change in the company, and Wood will also be elected a vice-president of Paramount Pictures Corp., it was stated.

Balaban said the acquisition of the record company is in line with Paramount's policy of further diversifying its activities.

Dot Records, organized in 1950, led the recording industry in the sale of single records in 1956, with such artists as Pat Boone, Gale Storm, Tab Hunter, Fontane Sisters, the Hilltoppers, Billy Vaughn, Johnny Maddox, Snooky Lanson, Nervous Norvus and Jim Lowe.

Yorke Services Today; Former Fox Executive

LOS ANGELES, Jan. 7 — Funeral services will be held tomorrow afternoon at Callanan Mortuary, Hollywood, for Gabriel S. Yorke, who headed the publicity department of the old Fox Film Corp., and was an executive at Twentieth Century-Fox and other industry firms for many years. Yorke died here Saturday at St. Vincent's Hospital after a long illness. He was 67 years old.

Yorke joined the Fox Film Corp. in 1926 and headed its publicity department until 1935. During the same period he was head of publicity for its subsidiary organizations, Fox Theatres and Fox West Coast Theatres.

In 1935 Yorke joined Paramount in a similar capacity and later headed the Motion Picture Advisory Council of the Motion Picture Producers Association. He was an executive at Fox until his retirement in June, 1954.

He leaves his wife, Helen; a son, Maj. Harvey F. Yorke, U.S.A., of Arlington, Va.; a daughter, Mrs. Robert S. King; a sister, Mrs. J. J. Jacoby of Hartsdale, N. Y., and five grandchildren.

Vivian Moses Dead; Was With RKO, Fox Films

SUMTER, S. C., Jan. 7.—Vivian M. Moses, writer and former advertising-publicity executive with RKO Radio Pictures and the old Fox Film Co., died at his home here last night after a lengthy illness. Moses was with RKO Radio as head of the press book department in New York from 1936 to 1953, when he retired. Prior to that he was with the Fox company for many years. He is survived by his wife, Miriam Brandon Moses, who also was a writer and was employed by RKO Radio.

Makes Documentary And Feature at Same Time

During the production of Columbia's "Bridge on the River Kwai" in Ceylon, director David Lean has been shooting a documentary picture showing the production activity and its effects on the Ceylonese. The film will be used for promotional material for the feature.

After the production is completed, Lean plans to edit the documentary into two versions, one a 30-minute program for TV and the other a 15-minute featurette for theatrical use.

Loew's Talks

(Continued from page 1)

and had no statement to make regarding the meeting.

The Loew's-Tomlinson conferences were begun in late November and were interrupted in mid-December when Vogel left for the Coast. Little credence was given to published reports that Tomlinson would be given six or seven of the 13 directors on the Loew's board. Informed observers said that would necessitate Lehman Bros. and Lazard Freres, holding five times as much stock as Tomlinson, stepping aside for the latter to take control. All regarded such a probability as highly unlikely.

Directors reportedly agreed upon by both sides up to last night are Vogel, Arthur Loew, George Brownell, George L. Killion, Frank Pace, Jr., and William Parker, as management representatives, all of whom are board members now, and Tomlinson, Stanley Meyer, Hollywood producer; Ray Lawson, director of the Royal Bank of Canada, and Fred Florence, of the Republic Bank of Dallas.

Additional directors remain to be determined should the foregoing be formally accepted by both sides. Presumably, four management members of the board would be replaced under such an agreement. They would be C. C. Moskowitz, Charles M. Reagan, Howard Dietz and Benjamin Melniker.

It was also reported that Tomlinson has abandoned his previous intention to insist on the designation of Louis B. Mayer as a temporary production head at the M-G-M studio.

Tomlinson has filed 14-B forms with the Securities and Exchange Commission, a preliminary to a solicitation of proxies, but has not yet begun any solicitation.

Zeltner Promoted

Harold Zeltner, salesman at M-G-M's New York branch, has been promoted to assistant manager, effective yesterday.

MPEA Meets

(Continued from page 1)

on foreign market problems in the form of a series of executive level meetings for 1957.

The first meeting was devoted to outlining various difficulties encountered in the development of foreign business and to creating an overall picture of the outlook for coming years. The conference adjourned without setting a date for the next meeting, which is expected to be held "within six or eight weeks," it was reported.

Flynn Sees Decline

(Continued from page 1)

producers that there is little actual advantage.

The actor has just completed "The Big Boodle" for release through United Artists. Lewis Blumberg, who produced, and Flynn, who is returning to production in the U.S. after many years of film making in other countries, are scheduled to discuss story properties for a picture to be made in New York for UA release.

"Associates of mine and other picture producers have been suddenly noticing the many facilities for picture making in New York," Flynn said, commenting on a possible shift of production activity to this city.

Flynn will leave for England shortly to complete a 26-film TV series, "The Errol Flynn Theatre." The series on British TV and negotiations are currently underway to bring the half-hour program into the U.S. Flynn appears in six of the films and hosts all of them. The series was produced by Inter-TV of Canada.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
MARLON BRANDO · GLENN FORD
MACHIKO KYO
starring in CinemaScope and METROCOLOR in
"THE TEAHOUSE OF THE AUGUST MOON"
AN M-G-M PICTURE
and THE MUSIC HALL'S GREAT HOLIDAY SHOW

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JUdson 6-0367

PEOPLE

The appointment of three co-chairmen to assist in the 1957 campaign of the New York Councils of the Boy Scouts of America has been announced by Russell Downing and Abe Jackter, who are serving as chairmen of the motion picture industry section of the drive. Named are William Gehring of 20th Century-Fox, Frank McCarthy of Universal-International and Max Young of United Artists.

Michael Todd is in Europe to scout theatre locations for "Around the World in 80 Days." Arnold M. Picker, vice-president in charge of foreign distribution for United Artists, which is releasing the picture, is accompanying Todd. They are due back in New York at the end of the week.

Elizabeth Lyman has been named public relations director of Bell & Howell Co., Chicago. She succeeds Charles K. Preston, Jr., who has served in the dual capacity of public relations director and corporate secretary since his election to the latter office in 1955. Mrs. Lyman, a member of the Bell & Howell public relations staff for the past few years, came to the company from the advertising field. Bell & Howell announced at the same time that Whit Hillyer has been named manager of product information, a newly created position.

Harold M. Emlein, for the past 10 years manager of the Indianapolis manufacturing plant of Radio Corporation of America, has been named manager of the theatre and industrial products department.

Dan Wallace has been appointed executive officer to Canadian Prime Minister St. Laurent. Wallace has held several posts on the National Film Board of Canada. He will work on special projects for the prime minister.

Norman Kihl has been appointed general sales manager of Edward Productions, Ltd., Montreal motion picture producers. He has been associated with CBS-TV in Toronto, the National Film Board of Canada and Montreal TV stations.

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ALL-THERE" SCREEN**

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LENTICULAR SCREEN

the screen of optical precision"
Write for booklet
L. E. CARPENTER & COMPANY
VICRA-LITE SCREEN DIVISION
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SBA Rejects

(Continued from page 1)

debtedness, according to officials of the SBA.

Last year, the agency announced that for the first time it would receive loan applications from theatre owners needing funds for modernization and repair work. Some weeks ago, it was learned that four applications had been filed for loans, ranging from \$15,000 to \$20,000. These were in Connecticut, California, Georgia and West Virginia.

SBA officials would not say which had been rejected, but did indicate that one had been turned down in the field and two had been turned down in Washington. All three rejected applicants have already been notified, it was stated.

Have Right of Appeal

All three can, under SBA procedures, appeal and ask SBA to consider their applications again, producing new evidence to back their claims, according to SBA officials. But they added that this is rarely done and even more rarely successful.

The SBA rejection of the loan application seeking funds to refinance existing indebtedness is particularly significant in view of the efforts being made by the Theatre Owners of America to get SBA to reverse its long-standing policy against making loans to pay off existing mortgages. SBA officials have long said they would consider such loans only where paying off some small amount of existing private indebtedness is incidental to the main purpose of the loan, modernization and improvement.

Policy Appears Firm

The SBA rejection indicates that as of now the agency is sticking by this policy and refusing to reverse itself and permit loans for mortgage purposes. SBA officials said the agency believes private financing agencies should be willing to carry existing mortgages, and that SBA should be used primarily to supply credit where it is not available from existing agencies.

Gordon to Paramount

(Continued from page 1)

territory covers all the countries of South and Central America and the Caribbean with the exception of Mexico.

Pratchett was honored at a testimonial dinner in Mexico City last month. Gordon was his personal choice as the man to replace him in the "exacting tasks" of the Latin American division, according to Perkins.

Gordon has been a Paramount representative in many Latin American countries during the past 20 years, beginning in Panama in 1936. Recently he has been in New York as general representative, functioning under George Weltner, president of Paramount International. He will leave Friday for Puerto Rico as the first stop on a survey trip to his territory.

'Big Fun Carnival' Ready for Exhibition

"The Big Fun Carnival," a series of 12 variety programs that have been specially produced for children's theatrical performances, is an idea advanced by Artists-Producers Associates, the producers, for luring back the children in the 6 to 12 age group. Martin H. Poll is executive producer of the film program, which runs 95 to 100 minutes and with an intermission runs up to two hours. A Gold Medal production, the film program stars Marian Stafford and Jared Reed and introduces the Bunin Puppets, "Uncle Beamish" and "Hugo."

Exhibitors are urged to run the program at the rate of once a week, or one every two weeks. The music has been re-recorded and the entire series of programs are available. Artists-Producers has a three-year franchise on the component shorts. It reports that it has run a number of screenings of "The Big Fun Carnival" across the country, each screening followed by an "open forum" discussion with circuit heads, buyers, bookers, district managers and theatre managers.

Charge Midland Firm Owes Theatre Taxes

BUFFALO, Jan. 7—A \$50,906 delinquent tax suit has been filed by the U.S. Government in Federal Court here against Midland Properties, Inc., of Buffalo. The Government contends Midland is accountable for delinquent corporation income and excess profits taxes owed by Buffalo Twentieth Century, Inc. The suit claims the same stockholders control both firms.

The suit charges Twentieth Century, Inc., leased the Twentieth Century Theatre, on Main Street, from Midland, Inc., and subsequently bought new equipment and furnishings for the theatre. In 1951, the Government claims, Twentieth Century returned the lease including all the assets and improvements to the theatre. Since Midland acquired the lease and substantial improvements to the theatre at no cost, it should pay the taxes and interest accrued, the Government contends.

Writers Guild Will Vote On Strike Against Two

HOLLYWOOD, Jan. 7. — The Screen Writers' Branch of the Writers Guild of America, West, will be asked to vote at a special general membership meeting Jan. 24 on a proposed strike action against two independent film companies. The Guild announced the members would be asked to authorize striking against the Hecht-Hill-Lancaster Companies and Michael Todd Productions for refusal to negotiate for collective bargaining agreements.

The members will also vote on a proposed contract with C. & C. Super Corp., which has offered to pay \$235,000 to writers of 82 post-1948 RKO Radio features to be released for TV exhibition. The Guild members are expected to approve the contract.

NEWS ROUNDUP

Fox Regional Meetings Start

The first of a series of five 20th Century-Fox divisional meetings will be convened in Toronto tomorrow under the chairmanship of general sales manager Alex Harrison. Assisting Harrison will be C. Glenn Norris, Central-Canadian division manager, and Peter Myers, Canadian district manager.

\$22,000 Week for 'Great Man'

Universal - International's "The Great Man" concluded the first week of its world premiere engagement at the Sutton Theatre here with a gross of \$22,000, the company reported yesterday.

Ten Greek Films Received

Greek Motion Pictures, Inc., has received 10 new Greek-language pictures for distribution in the United States. Four have English titles and six are without titles. The company plans to bring 50 additional films to this country in the near future.

New Tax Plan in Omaha

An ordinance reducing the occupation tax on theatres has been introduced in the City Council of Omaha. A final vote is expected within two weeks. Under the new scale, theatres would pay \$15 a year for a seating capacity up to \$1,000, and \$50 for over 1,000. Finance Commissioner Walter X. Spellman said the tax now produces \$1,990 a year in city revenues. The new ordinance would cut it to \$585.

Latin Amer. Likes 'Trapeze'

Hecht and Lancaster's "Trapeze" is rolling up all-time records for United Artists releases in Latin America with grosses as much as 240 per cent above previous box office marks set in that area by company product, it was announced yesterday by Arnold M. Picker, vice-president in charge of foreign distribution. New highs for attendance and business were racked up during the first two weeks of the picture's engagements in Mexico, Venezuela, Panama, Costa Rica and Trinidad.

'Baby Doll' Big Abroad

"Baby Doll," Elia Kazan's controversial production for Warner Bros., had its initial foreign openings in Paris and London last week with record-breaking business reported by the distributor in both cities. In a four-theatre day-and-date engagement in Paris at the Ermitage, Images, Max Linder and Vedettes theatres, the picture made a net gross in excess of ten million francs, a house record for American pictures, it was said.

REPUBLIC STARTS 1957 BIG

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for
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and
love!*



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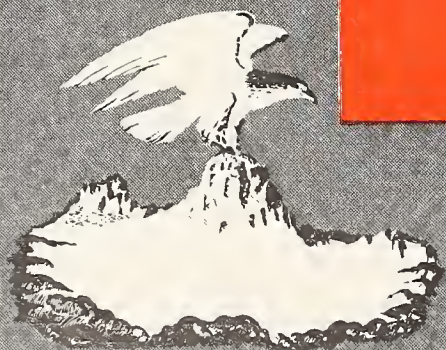
Screenplay by BOB WILLIAMS and W. R. BURNETT

from the novel "VANITY ROW" by W. R. BURNETT • Produced and Directed by JOE PASTERNAK

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THE MAN IS ARMED
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REPUBLIC PICTURES presents a NATURAMA Picture

Duel at Apache Wells

ANNA MARIA ALBERGHETTI · BEN COOPER · JIM DAVIS

Produced and Directed by JOE KANE · Written by BOB WILLIAMS

They
fought
like
beasts...
for
wealth
and
women!

REVIEW:

The Barretts of Wimpole Street

MGM—CinemaScope

THE FAMOUS LOVE story of Elizabeth Barrett and Robert Browning, known to millions through the play by Rudolf Besier, a previous screen version in 1934 and a recent production on television, has been brought once more to the screen by MGM. This time the modern accoutrements of color and CinemaScope have been added to a basically one-set play and they provide good reasons for moving the action outside the heroine's room.

The apparently true story of Miss Barrett, her unhappy surroundings and her escape from them is a valid dramatic plot but, unfortunately, is as dated as the period in which it takes place—the 1840's. However, this new version has the nostalgic quality of bittersweet romance, some fine performances, a lovely production and is a good example of a woman's picture. As such, it should do well at the box office.

Elizabeth Barrett, played by Jennifer Jones, is a bedridden invalid, the oldest of nine children all of whom fear their tyrannical father, John Gielgud. He rules the house with an iron fist and forbids any of them marrying. Miss Jones' happiest moments are derived from her poetry and from her correspondence with Browning, played by Bill Travers. The latter has fallen in love with her through her poetry and letters and comes to see her.

His exuberance, strength and obvious love produce a miraculous change in her physically as she gradually regains her health. He proposes marriage but she is reluctant at first. But when her father refuses to let her stay in Italy despite the doctor's orders and is unnecessarily cruel to her younger sister for having an innocent love affair, she decides to leave surreptitiously. Father gets his comeuppance somewhat tardily as Elizabeth is the only child he ever loved. His abominable behavior is explained, somewhat sketchily, by an unhappy marriage, all his children but one not born of love and, to a lesser degree, the Victorian attitude of the times.

Sir John is fine although he tends to be more theatrical than necessary while young Travers is perfect as the overbearing but wonderfully alive and joyous Browning. Miss Jones is also quite good although the role seems somewhat colorless. The surprise of the film is Virginia McKenna as the frustrated sister whose love story forms a complementary sub-plot to the main one. She was the only actress among the Top Ten in the recent Motion Picture Herald-Fame poll of British Money-Making Stars and although she has made but a few, brief appearances in this country it is quite obvious why she is so popular across the Atlantic. She is a lovely and talented young actress.

The picture, made in England, has an all-British cast, aside from Miss Jones, and they fit their roles perfectly. Sam Zimbalist produced and Sidney Franklin directed from the screenplay by John Dighton. "The Barretts of Wimpole Street," like its heroine, is fragile and old-fashioned yet winning and likable. It is a tear-jerker with class which the ladies will love.

Running time, 105 minutes. General classification. For February release.

JAY REMER

'Wind' Opens Friday

Universal-International's "Written on the Wind," starring Rock Hudson, Lauren Bacall, Robert Stack and Dorothy Malone, will have its New York premiere at the Capitol Theatre on Friday.

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PREVUES
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FAMOUS FOR MANY USES!
These 3 frame trailers feature art backgrounds, photos and compelling off-stage voice! NO CONTRACTS, NO RETURNS!

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Anderson to Chicago In Midwest Roach Post

Appointment of James E. Anderson to the post of director of Midwest operations for the commercial division of Hal Roach Studios has been announced by Sidney S. Van Keuren, vice-president and general manager. Anderson's headquarters will be in the newly established Chicago, office of the company.

DCA Acquires 'Glory'

Distributors Corporation of America has acquired distribution rights for the Western hemisphere on "Their Greatest Glory," British-made Wilcox-Neagle Production. Release of the film is planned in April.

Television Today

PASSING IN REVIEW....

AFTER TWO WEEKS of holiday cheer, television last week got back on the track no-nonsense—and the results were substantially more joyful than a sleigh-load of Tiny Tims. It was not a week notable for its live drama, although Thelma Ritter did give another fine performance in lackadaisical U.S. Steel script Wednesday. The week's outstanding contributions all were in the public affairs-documentary category, with the possible exception of one new half-hour comedy series which seemed to be, in fact, the first first-rate comedy series to be introduced in a long, singularly humorless season.

Supporting Roles Well Done

This is CBS-TV's Mr. Adams and Eve which, despite its terribly cute name, gave promise in its premiere segment Friday night of being not only literate and clever, but also funny. Co-starring Ida Lupino and Howard Duff as a Hollywood married couple, the show has a lot of tradey sophistication well integrated with the kind of comic staples which increase the range of audience appreciation. The evidence of Miss Lupino's remarkable showbusiness skill was all over the opening show—in script, dialogue and insistence upon the best in supporting roles. Last week these included Gloria Talbott, as an ingenue who believes in The Method, and Olive Carey, as a housekeeper who thrives on prophecies of doom. Things are looking up.

It was CBS-TV all the way in the public affairs department Sunday with the premieres of Odyssey and The Last Word (a panel show whose only jackpot is audience entertainment and information), plus the Ed Murrow-Fred Friendly See It Now report on Clinton, Tennessee, and the law.

Lexicographer Included

Odyssey was launched in auspicious fashion with a live-and-film pictorial essay on Virginia City, more, then than now, which is as it should be. Although some of its historical "re-creations" were a little shaky and although Charles Collingwood's narration several times left fascinating anecdote hanging in mid-air, the show succeeded in dramatizing in vivid terms the vigor and vitality, peculiar to the American frontier, which resulted in such wild booms and inevitable busts. All this and no sponsors. Also mysteriously unsponsored is Dr. Bergen Evans' Last Word, dealing with—of all outlandish things—the English language. The bright, interesting initial panel members Emily



HOWARD DUFF and IDA LUPINO play the title roles (plain, down-to-earth, average American movie stars) in the new TV film series, "Mr. Adams and Eve."

Kimbrough, Russell Lynes and John Mason Brown ranged from "it's me (or I?)" through the adverbial use of "tender" in Elvis' "Love Me. . . ."

With Pan American Airways now picking up the entire tab (by way of some excellent commercials), See It Now's report on the desegregation crises in one small Tennessee town turned out to be perhaps the finest show in that superior series. Keeping their sights on one locality, Murrow and Friendly were able to report—as the long-hairs say—in depth. The result was a true television documentary. It illuminated the larger issues while at the same time it covered in specific terms the forces of bigotry and heroism that have made Clinton, Tenn., so important to the entire country. This one was a prize winner.

The week's best melodrama was the Omnibus presentation on ABC-TV Sunday night of "Oedipus Rex," out of Sophocles by Walter Kerr. It was, thank the gods, a straightforward television presentation, handsomely acted by Christopher Plummer, and staged with no attempts to make the hoi polloi of Thebes more meaningful by having them wear indiscriminate black suits. For the record, it should be set down that Friday, January 4, Blondie came to television in an NBC-TV film series. There is no reason to suspect it won't have a certain popularity.—V. C.

NBC Appoints Three New Vice-Presidents

The election of three vice-presidents of the National Broadcasting Co. was announced early this week by Robert W. Sarnoff, president of the company.

The new officers are: James E. Denning, named vice-president, talent and program contract division; Richard H. Graham, vice-president, law, Pacific division; and Thomas W. Sarnoff, vice-president, production and business affairs, Pacific division. Sarnoff is the youngest son of Brig. Gen. David Sarnoff.

Wow!!!

Rehearsals started
World premiere, Oct.
booked for June, 1955

RICHARD WIDMARK

GET THIS STANDEE...

Felix Aylmer
Francis DeWolfe, Jr.

and JEAN SEBERG

Screenplay: Graham

Photography: Desai

Wait'll you meet

**JAYNE
MANSFIELD**

Man! She's the most!

Wait'll you see

**TOM EWELL
JAYNE MANSFIELD
EDMOND O'BRIEN**

**THE GIRL
CAN'T HELP IT**

from 20th Century-Fox in
CINEMASCOPE
COLOR by DELUXE

with Guest Stars
JULIE RAY BARRY
LONDON • ANTHONY • GORDON
plus 15 ROCK 'N' ROLL STARS

**Out-In-Front and All-
Over-Town** where it'll
do the most good . . . by
selling your tickets!

Tickets are what
you're selling Brother...
but you can't sell 'em if
you don't stop people
first . . . and here's 'The
Girl' who can!

Otto Preminger



NATIONAL *Screen* **SERVICE**
PRIZE BABY OF THE INDUSTRY

On the screen for the first time!

Rehearsals started Dec. 17, 1956 · Shooting Jan. 9, 1957 at Shepperton Studios, London
World premiere, Orleans and Paris, May 12, 1957 · Pre-release engagements,
booked for June, 1957: New York, Victoria Theatre; London, Leicester Square.

STARRING

RICHARD WIDMARK, RICHARD TODD, ANTON WALBROOK, JOHN GIELGUD, PAUL SCOFIELD
Felix Aylmer, Harry Andrews, Barry Jones, Finlay Currie, Margot Grahame,
Francis DeWolff, Victor Maddern, David Oxley, Sydney Bromley, Thomas Gallagher
and **JEAN SEBERG** as 'Saint Joan.' Produced and directed by Otto Preminger.

Screenplay: Graham Greene. Production design: Roger Furse. Music: Mischa Spoliansky.

Photography: Desmond Dickinson · a Wheel Production, distributed by United Artists.



Otto Preminger presents Bernard Shaw's

SAINT JOAN

All
the News
That
Is News



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Concise
and
to the
Point



OL. 81, NO. 6

NEW YORK, U.S.A., WEDNESDAY, JANUARY 9, 1957

TEN CENTS

Year Closing

Joint RKO, U-I Distribution Deal Reported

Confirmation Absent; Both Companies' Officials Silent

Negotiations for the consolidation of RKO Radio Pictures' distribution with that of Universal's were reported to be close to consummation yesterday.

Trade reports lacking confirmation here that the talks also embraced the possibility that Universal would sell as well as handle the RKO Radio product.

Officials of both companies were silent in the face of the reports and efforts to reach any of them were unsuccessful. It was known that the talks were continuing as of yesterday and reports that a deal had been closed already were, therefore, believed to be inaccurate. However, it (Continued on page 6)

T-H Act Doesn't Cover Web Music Composers

From THE DAILY Bureau

WASHINGTON, Jan. 8.—Composers of radio and television network music are independent contractors and not employees within the meaning of the Taft-Hartley Act, the National Labor Relations Board held today.

The NLRB rejected a petition by the Composers and Lyricists Guild of America seeking representation as the bargaining unit for the composers of musical material for network television programs originating in New York and Los Angeles for CBS, NBC and ABC programs.

Golden Will Produce Stalin's Children

From THE DAILY Bureau

HOLLYWOOD, Jan. 8 — Edward Golden, producer, whose "Hitler's Children" made box office history in 1943, today told the press he has completed pre-production preparation of "Stalin's Children," which he will produce independently, starting (Continued on page 3)

Push Industry 'Sweeps' Plan

The Academy Awards Sweepstakes is being pushed toward implementation following a vote of support given it Monday night at a meeting of the Motion Picture Association of America advertising-publicity committee and representatives of the Council of Motion Picture Organizations and exhibitor groups at the Sheraton-Astor Hotel.

Although the mutual acceptance of an all-round business building plan was again deferred pending a merging of the best ideas of three separate proposals, the conference voted to put the Sweepstakes plan into effect without further delay because of the nearness of the Academy Awards nominations.

Alfred Tamarin, in charge of the Sweepstakes sub-committee, said yesterday that the Sweepstakes materials have gone into preparation and will (Continued on page 6)

See Major Tax Cuts Doubtful This Year

From THE DAILY Bureau

WASHINGTON, Jan. 8.—President Eisenhower and Republican legislative leaders agreed to seek top legislative priority on extension of present corporate and excise tax rates. This was announced after a White House meeting this morning. GOP leaders at the meeting said the implications of the meeting were clearly against any major tax cuts this year.

On April 1, under present law, the (Continued on page 6)

Arthur Loew Withdraws As Board Directorship Nominee

Arthur M. Loew, chairman of the board of directors of Loew's Inc., said yesterday that he has withdrawn his name as a nominee for directorship of the new Loew's board to be elected in February.

His statement follows: "Last October I announced my desire to withdraw as president and director of Loew's Inc. When Joseph Vogel was elected president, at his request I agreed to continue as chairman of the board.

"As a new board will be elected in February I have withdrawn my

Policy Change for 1958-'59

U. A. Plans 'Fewer but Bigger' Film Program

To Release 48 This Year, About 36 Next; Theatre, Public Financing Considered

(Picture on Page 2)

United Artists plans to switch to the "fewer but bigger" production policy in 1958, Arthur Krim, president, told a press conference at the home office yesterday.

WB Plans Expansion Of Theatres Abroad

Wolfe Cohen, president of Warner Bros. International, leaves here tomorrow for the Far East where he will institute a program of theatre expansion for the company in the foreign field. The program will be developed as rapidly as possible wherever the need exists, it was explained, through the acquisition of sites and erection of new theatres by Warners, or in conjunction with local interest.

Cohen's tour will include Australia (Continued on page 2)



Wolfe Cohen

U.A., which released 48 pictures in 1956, many of them scaled at lower budgets, will release the same number this year. Beginning in 1958 it will reduce production by about 12 features, but the overall production expenditure will be greater, Krim said.

To finance the increased number of top budgeted productions, he said, U.A. is considering two new sources of financing to supplement the company's present bank financing, which because of general prevailing borrowing conditions cannot be expanded.

The new sources are possible advances by theatre companies and a public stock issue. U. A. presently is privately owned, the stock held by the top management executives.

Krim explained that the moves were decided upon in consequence of a (Continued on page 2)

Weltner Opening Para. Phila. Meeting Today

Special to THE DAILY

PHILADELPHIA, Jan. 8.—George Weltner, president of Paramount Film Distributing Corp., will open the first part of the company's two-part 1957 national sales and merchandising meeting tomorrow morning at the Warwick Hotel here. The second will get underway next Jan. 16 at the Chase Hotel, St. Louis.

At tomorrow's session Hugh Owen, (Continued on page 2)

Televisión Today Page 6

PERSONAL MENTION

WILLIAM DOZIER, RKO Radio vice-president in charge of production, will arrive in New York at the weekend from the Coast.

ERIC A. JOHNSTON, president of Motion Picture Association of America, will deliver an address on Jan. 22 before the Springfield (Mass.) Public Forums.

MARIA PIA DE GIORGIO, United Artists publicity director in Italy, has arrived in New York from Rome.

PHILIP GERARD, Universal Pictures Eastern publicity manager and **COL. DEAN E. HESS**, the "Flying Parson" of Korea, will return to New York on Friday from Toronto.

HAL HACKETT, president of Official Films, has returned to New York from Nassau, B.W.I., via B.O.A.C.

MILTON E. COHEN, United Artists Eastern and Southern division manager, will return to New York at the weekend from Buffalo.

PETER T. DANA, Universal Pictures Eastern division manager, was in Albany and Gloversville this week from New York.

KEN ANNAKIN, J. Arthur Rank technical director, will return to London today from New York via B.O.A.C.

BILLY WILDER, producer-director, will return to New York by plane today from Paris.

Peppercorn on Tour

Carl Peppercorn, executive assistant to president Frank Kassler of Continental Distributing, Inc., left yesterday for a two-week southern and western tour of the company's offices and other key centers. He will visit Dallas, Oklahoma City, Los Angeles, San Francisco, Portland, Seattle, Denver and Salt Lake City before returning to New York.

Form Pakula-Mulligan

The formation of Pakula-Mulligan Productions, Inc., was announced jointly yesterday by producer Alan Pakula and director Robert Mulligan. The company will function in three media—television, motion pictures and theatrical production—with headquarters both in Hollywood and New York.



M. P. DAILY picture
James Velde, William Heineman, Robert Benjamin, Arthur B. Krim, Max E. Youngstein, and Roger Lewis in Krim's office at United Artists yesterday morning.

'Fewer but Bigger' for UA

(Continued from page 1)

careful study made of exhibitor needs and market trends to determine what product and how much might be profitably produced for release in 1958 and 1959. A factor that influenced the decision to make "fewer and bigger" pictures, he said, was the increase in lower budget pictures announced by several companies in recent months. Krim named those being added to 20th-Fox's schedule and the entry of American Broadcasting-Paramount Theatres into that production field.

Such developments induced U.A. to believe that exhibitors will be adequately supplied with such product in 1958, and that therefore it should cut down on production of that type and stress higher budget films.

Says Plan Is Flexible

Krim added that U.A. will maintain a flexible position, nevertheless, in order that, if its market calculations should prove wrong, it would be in a position to resume production of the lower budget films on any required scale.

He said the company believes that grosses to both exhibitors and to itself will be bigger from the fewer high budget pictures it will offer in 1958-'59 than from the more numerous lower budget production program now in effect.

The discussions held with exhibitors on advancing production financing bar pre-emptive rights to the pictures going to theatres operated by the companies which might advance loans, Krim said. For this reason no legal obstacles are foreseen in the event divorced circuits operating under Federal consent decrees which prohibit their participation in production engagement in the U.A. financing.

Their inducement would be the assurance of putting additional pictures into circulation at a time when the

circuits are complaining of a product shortage. U.A. would guarantee the theatre loans. They would constitute simply a new financial source in addition to banks.

Krim reported that U.A.'s current investment in released production inventory is \$40,000,000.

Krim said that market uncertainties preclude a prediction of a 1957 gross, but because the product in view is substantially stronger he believes the 1956 gross will be exceeded. In preceding years, he pointed out, U.A. has had a picture, or several, that carried the gross to new highs. This year it will have "Around the World in 80 Days," "The Pride and the Passion," and the foreign returns from "Trapeze," which is just opening abroad and which promises to be one of the five top grossing pictures of all time abroad, Krim said.

\$65,300,000 Gross in '56

Krim reported that U.A.'s gross receipts for 1956 amounted to \$65,300,000, made up of \$36,000,000 domestic gross, \$27,000,000 foreign, and \$2,000,000 from sales of old films to television. This compared with worldwide gross of \$55,000,000 for U.A. in 1955, consisting of \$33,000,000 domestic and \$22,000,000 foreign. Both were records for the company.

Krim noted that it was the sixth annual "progress report" that U.A. management had made to the industry since his group acquired control.

Among the company executives at the press conference with Krim were Robert Benjamin, board chairman; William J. Heineman, vice-president in charge of distribution; Max Youngstein, vice-president in charge of advertising-publicity; James Velde, sales manager; Roger Lewis, advertising and publicity director; Al Tamarin, assistant director, and Burt Sloane, trade press contact.

WB Expands

(Continued from page 1)

and New Zealand, with Tokyo first stop. Authorization for the move was given Cohen by the board directors of Warner Bros. Pictures, Inc. at a recent meeting during which they also named him a vice-president of the parent company.

During Cohen's visit to Australia he will give serious consideration to theatre construction in that area where other American distributors already hold exhibition interests.

At present, Warner Bros. holds 37½ per cent interest in Associated British Pictures Corp., Ltd., leading British circuit. The company's probable experience in this association was an important factor in the board decision for global theatre expansion, it was pointed out.

Weltner Opening

(Continued from page 1)

Paramount Film Distributing vice president, will announce the winners in "Paramount's Salute to George Weltner" six-month sales drive that terminated last Dec. 29. The Philadelphia meeting brings together division and branch managers and field merchandising representatives of the Eastern half of the U. S. Owen, Eastern sales manager.

Jerry Pickman, Paramount vice president in charge of advertising-publicity-exploitation, will also be principal speaker at today's session.

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Loew's Board

(Continued from page 1)

being considered as a possible nominee for one of the board vacancies. Cullman is honorary chairman of the Port of New York Authority which he served for many years and is well known in theatrical circles as a backer of many successful Broadway productions. In the 1930's he was appointed by the court as a trustee during the reorganization of the Roxy Theatre here.

Four Places to Be Filled

Loew's decision would appear to leave at least four places to be filled on a slate of new nominees to be prepared for the company's annual meeting on Feb. 28. Previously it had been reported that Loew was one of six nominees acceptable to management, the others being Vogel, George Brownell, George L. Killion, Frank Pace, Jr., and William Parker.

Joseph Tomlinson, largest individual stockholder, had proposed himself, Stanley Meyer, Ray Lawson and Fred Florence. Ostensibly, the four were to replace four "management" directors—Howard Dietz, C. C. Moskowitz, Charles M. Reagan and Benjamin Melniker. One of the latter presumably might continue on the board in Loew's stead, with three additional nominees to be agreed upon by the board and leading stockholder interests later.

Talks to Continue Today

The conferences between Tomlinson and the Loew's management continued through most of yesterday and will be continued today.

'Disneyland' Records Achieve High Grosses

Walt Disney's Buena Vista Film Distributors has been so successful with such song record efforts as "Davy Crockett" and more recently "Wrangle" and "Westward Ho, the Wagons," that the company, which has been putting out its own "Disneyland" label records since May, predicted yesterday that within ten years "Disneyland" would be a major record distributor grossing \$20-25,000,000.

The prediction was made by Jimmy Johnson, vice-president of the Walt Disney Music Co., and Al Latauska, national sales manager for the parent company of "Disneyland" Records. Since the first release under their own label seven months ago, record sales have grossed "about \$500,000," Latauska said. "If everything goes as expected, we ought to gross around \$5,000,000 by the end of 1957," he said.

12 LP Albums in '56

"Disneyland" Records released 12 long playing albums in 1956 and ten single records. For 1957, he said, the record company plans to release "a minimum" of 36 long playing albums and "as many singles as may be required." Artists and music outside the Walt Disney family would also be employed, he said.



M. P. DAILY picture

DOING A PHINEAS FOGG, and also a little of the porpoise, Mike Todd surprised probably everyone at the Federation luncheon yesterday in the Sheraton Astor, except awards chairman Oscar Hammerstein II. He arrived too late from the airport and Europe for the Mark of Achievement ceremonies but became immediately memorable with tall tales of traveling. With him at the fund raising affair, Mike Todd, Jr.; Ralph Cohn, who accepted a posthumous award for his father, film industry pioneer Jack Cohn; Dolores Wilson, singer; Arthur B. Krim, United Artists president and award winner; Lawrence Marx, Jr., Federation campaign chairman; Hammerstein, whose introductions informed and amused; and winners Julie Andrews, Robert Weede, and Judy Garland. Some statistics: the luncheon brings the Federation of Jewish Philanthropies \$186,000 closer to a goal of \$250,000. Federation's activities are for all classes as well as creeds and may affect and be needed by anyone in the industry, as Marx explained. Other speakers were Harry Brandt, luncheon chairman; Charles B. Moss, chairman of the industry drive; and Judy Holliday, awards winner.

Injunction Denied in Fine Sound Suit

Supreme Court Justice McGivern yesterday denied a temporary injunction sought here by Fine Sound, Inc., asking that C. Robert Fine be enjoined from engaging in competition with Fine Sound, Inc., in which he was originally a partner with Loew's, Inc., and from using the name of Fine Recording or any other similar name. The Justice ruled that Robert Fine may continue to use the name Fine Recording but that he should not "affirmatively solicit" any additional accounts belonging to Fine Sound, Inc., for the present.

Robert Fine originally filed suit against Loew's and others for \$30,000,000 charging "fraud" and asking damages for "depriving (him) of his invention, Perspecta Sound." In its reply, Loew's denied these charges, and Fine Sound, Inc., filed a counter claim against Robert Fine and his company.

In the latter suit permanent injunctions were asked for the two restraints ruled on yesterday, and in addition, Fine Sound, Inc., asked that the capital stock of Fine Recording be "impressed with a trust in favor of the plaintiff-by-counterclaim" and that the "defendants-by-counterclaim be required to render an accounting to (Fine Sound, Inc.) of all business conducted by them under the name of Fine Recording as well as to pay all damages sustained (by Fine Sound, Inc.)."

Ontario Passes 'Doll'

TORONTO, Jan. 8. — "Baby Doll" was passed by the Ontario Board of Censors, it was revealed today by officials of Warner Bros., distributors of the film. The picture, however, was placed in the restricted-to-adults category by the censors.

Golden Plans

(Continued from page 1)

in March, with outstanding players in the title role and other principal parts. Pre-production preparation began last April with the filing of the title and culminated yesterday when final approval was given to the screenplay by U.C.L.A. professor Hugh Gray, whose past works include "Quo Vadis," "Ulysses," and "Helen of Troy."

Golden said he has had overtures from several distributing companies for the handling of the picture, but is not ready to announce a firm commitment at this time. His financial partner in the new enterprise, which is in the process of being incorporated, is Charles Green, president of Whelan Drugstores, United Cigar Stores, and other non-film concerns.

Golden said, "Stalin's Children" is not going to be merely a biographical presentation of incidents in the life of the most sinister dictator in the history of the world, but will go deeply into the entire Communist-Party mechanism, which has placed Stalin's successors in outright control of all persons and nations behind the Iron Curtain." Molotov, Krushchev, Yagoda, Beria and others, in addition to Stalin, will be among the leaders represented in the picture.

B&K To Build New Theatre in Elgin, Ill.

CHICAGO, Jan. 8.—Plans are underway for the construction of a new motion picture theatre on the site of the 1,000-seat Rialto in Elgin, Illinois, destroyed recently in a \$250,000 fire, it is announced by John Balaban, president of the Balaban & Katz Corp., and president of the Publix Great States Theatres circuit, which operates the house.

PEOPLE

Sherrill C. Corwin, president of Metropolitan Theatres Corp., Los Angeles, has been reelected for the third consecutive term as president of Hollywood's Temple Israel. Reelected also as chairman of the board was Steve Broidy, head of Allied Artists.

R. A. Edmondson, vice-president of Dixie Drive-in Theatres, Atlanta, has been elected to the board of directors of the De Kalb County Federal Savings and Loan Association.

Ann del Valle, a member of the Cecil B. DeMille publicity staff for the past two years, has been named executive assistant to DeMille in charge of public relations. Miss del Valle succeeds Art Arthur, who notified DeMille last October of his intention to resign in order to return to writing and producing.

Leo Wann, former booker for the Sixth Naval District in Charleston, S. C., has succeeded Owen Vaughn as regional booker at the Atlanta, Ga., Buena Vista exchange. Vaughn has joined Paramount as Atlanta territory manager of group ticket sales for "The Ten Commandments."

Irving Shiffman, 62

BOSTON, Jan. 8.—Funeral services for Irving Shiffman, 62, booker and office manager for Distributors Corp. of America, will be held Thursday at the O'Connor Funeral Parlor, Roxbury. He died suddenly at Longwood Hospital from pneumonia. He had been a salesman for Eagle Lion, United Artists in New Haven and IFE in Boston before joining DCA this fall.

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and killers!



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the movies every
day for five years -
before you'd see
another picture
with so many
thrills and
so much
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ALDO RAY · BRIAN KEITH · ANNE BANCROFT

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Screen Play by STIRLING SILLIPHANT · From the Novel by DAVID GOODIS · Produced by TED RICHMOND · Directed by JACQUES TOURNEUR
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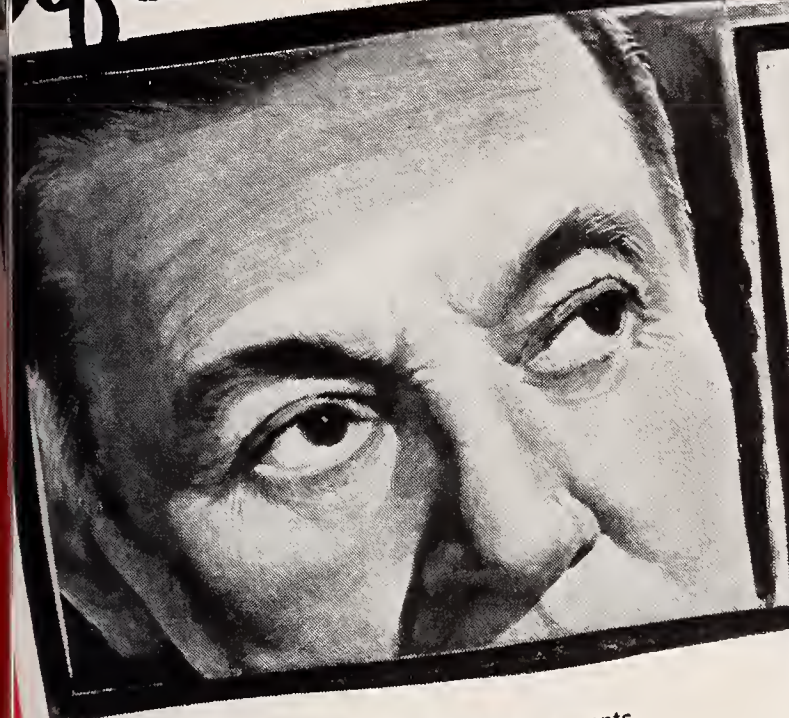
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TERRIFIC TICKET-MOVER EITHER

EXCITEMENT, ENTERTAINMENT?
THESE...YOUR AUDIENCE WILL!

After the shot.... the whispers...



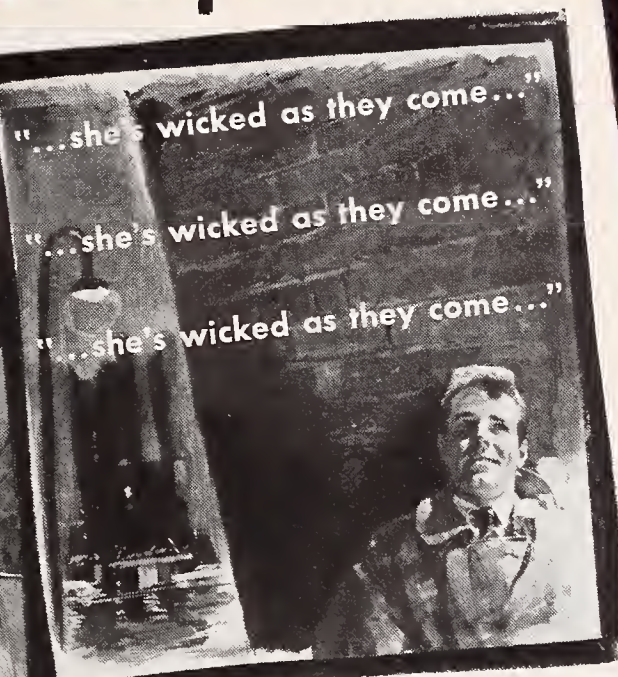
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WHOLE STORY
BEFORE YOU
brand her



**WICKED
...AS THEY
COME**

Based on a Novel by BILL BALLINGER · Produced by MAXWELL SETTON · Directed by KEN HUGHES

YOU'VE GOT A
WAY FROM.....

Columbia!

Push Academy 'Sweeps' Plan

(Continued from page 1)

be ready for distribution to exhibitors "at the earliest possible moment." Although COMPO has not officially accepted responsibility for conducting the Sweepstakes, the organization at an earlier joint meeting had joined in the recommendation that COMPO handle all phases of the industry's promotion program.

On approval by the constituent member organizations of COMPO, the Sweepstakes program and materials will be immediately turned over to the unit "in whatever stage of development they are," according to Tamarin. Tamarin was unable to attend the Monday night joint conference and met yesterday with Robert W. Coyne, COMPO special counsel, to spell out the progress to date of the Sweepstakes campaign.

Golden Jubilee Discussed

Roger Lewis, chairman of the MPAA advertising-publicity directors committee, presented details of the rest of the business building projects and proposals to the multi-organizational meeting Monday night, including the "Golden Jubilee" idea suggested by West Coast publicity directors as a counter-proposal to the original MPAA plan.

The meeting appointed a sub-committee to work out a complete program combining the MPAA, COMPO-Theatre Owners of America and "Golden Jubilee" plans into a single program acceptable to all industry representatives. The sub-committee was instructed to report back to the overall committee in two weeks time.

Harry Mandel, chairman of the COMPO press relations committee and chairman of the Monday night confer-

ence, was named head of the new group. Mandel appointed Harry Goldberg, Ernest Emerling, Charles E. McCarthy as COMPO representatives on the sub-committee.

Roger Lewis was named ex officio chairman of the MPAA representation on the new group. Si Seadler, Alfred Tamarin, Charles Cohen and Jeff Livingston were appointed by Lewis to represent distribution, and perhaps "one more" representative would be named to the group, he said.

Unanimous Approval Required

At that time, the results are scheduled to be presented to the COMPO executive committee. Unanimous approval of the executive board is required under COMPO by-laws for all COMPO projects. This committee met in September and approved the holding of a second Audience Awards campaign this winter. The program was shelved "temporarily," however, and it was voted Monday night to try and integrate the Audience Awards into a yearly industry-wide promotion.

Costs for a combined business building program and methods for raising the finances were discussed briefly at the meeting. It was decided that it would be more efficient to table discussions of costs until a specific promotional program was presented and adopted.

Top Executives Attend

Attending the meeting were Lewis, Mandel, Coyne, Goldberg, McCarthy, Seadler, Walter Reade, Jr., Herman Levy, Joseph Alterman, D. John Phillips, Taylor Mills, Morton Sunshine, Gilbert Golden, Robert Taplinger and Jerome Pickman.

Tax Reduction

(Continued from page 1)

52 per cent corporate tax rate is slated to drop to 47 per cent and excise rates on tobacco, liquor and autos are scheduled to drop. Many lawmakers feel that if any effort is to be made to give tax relief to small business or to cut other excise rates, it must be done as an amendment to the bill cancelling the April 1 corporate and excise rate cuts.

Urged by Democrats

Democratic members of the house small business committee, meanwhile, in their final report for 1956, urged tax relief for small business. They recommended lower corporate tax rates for small firms, easier capital gains and estate tax treatment, and other changes. They also recommended a new Federal small business bank to make capital loans to small firms, that the Small Business Administration be made permanent, that the chairman of Federal regulatory agencies be elected by the other commissioners rather than appointed by the President, and that the anti-trust laws be tightened to protect small companies.

Joint RKO, U-I

(Continued from page 1)

appeared clear that the talks were far advanced and the possibility that agreements had been reached, if not actually signed and sealed, was not dismissed by some of those close to the principals.

Daniel T. O'Shea, RKO Radio president, announced a month ago following conferences with Thomas F. O'Neil, RKO Teleradio Pictures president and board chairman, and other company executives at a specially called meeting in Palm Beach, Florida, that RKO Radio was "considering the re-shaping of its entire production and distribution structure to meet changing trends in the foreign and domestic markets."

"Steps to modernize distribution procedures," he said then, "have been under consideration for quite some time. Various plans are under study, including the possibility, eventually, of aligning some elements of RKO's domestic and Canadian distribution facilities with those of some other organization."

Consolidation of distribution such as that reportedly agreed upon now by Universal and RKO, has been discussed by other companies also.

Televisión Today

NBC's TV Sales Set All-Time Record in '56

The National Broadcasting Co., which observed its 30th anniversary in 1956, has reported that its total dollar volume of sales for the NBC Television Network reached an all-time high, increasing 22 per cent over the previous year. The number of advertisers reached a peak of 251 for the year.

NBC also scheduled major color TV programs on a regular nightly basis, and it further expanded its leadership in the field of color by completing a \$12,000,000 color facilities expansion program—with a new \$3,500,000 color expansion program authorized for 1957.

Hal Roach Production Totals 110 for Year

Hal Roach Studios for the period ended December 31, 1956, produced 110 half-hour television films, in which executive producer Hal Roach, Jr., has proprietary interest. This amounts to a total production expenditure of \$4,867,000 for the year, according to a report released by the company.

Austrian Quits Du Mont Post

From THE DAILY Bureau

HOLLYWOOD, Jan. 8 — Ralph B. Austrian today announced resignation as general manager of West Coast operations of Allen B. Du Mont Laboratories, effective Jan. 15.

Widely known in picture and television circles, Austrian was assistant vice-president of RCA Manufacturing Co., and president of RKO Television Corp., before joining Du Mont. He will announce his future plans shortly.

Mitchell Appointed

John H. Mitchell, vice-president of the American Broadcasting Co., has been appointed general manager of KGO-TV and KGO, wholly-owned ABC-TV and radio stations in San Francisco, it was announced yesterday by Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, Inc. Mitchell will succeed James H. Connolly, Goldenson said. The appointment is effective immediately.

One Man's TV Views

By Pinky Herman

SPECTACULARS and special one-shot programs, inaugurated by NBC in 1953, have enjoyed their greatest success last year, according to that net's researchers, and it's safe to say that they'll not only be continued but rather increased in number. . . . Recommended: Bill Harrington's WNEW daily-at-noon warblings . . . George Skinner's morning platter and chatter over WABC. . . . Lanny Ross' CBSongfests every afternoon . . . Jon Arthur's "No School Today" series every Saturday over ABC. . . . Robert G. Furlong, formerly district manager for the North Atlantic Division of Philco, has been named national marketing manager for DuMont radio, TV and recording products. . . . Stubby Kaye, roly-poly star of the Broadway click, "Li'l Abner," has been signed to guestar Sunday on Dinah Shore's NBChevy-TV'er.

☆ ☆ ☆

Recently on the "Nan Garcia Show" (5:00-5:45 P.M.) over WOR, the talented and lovely Nan interviewed Eleanor Britton, director of entertainment for the Moore-McCormack Lines. With Nan, having sung "the Message to Garcia" (y Vega Cigars) around the Globe and Eleanor having sailed more than one million miles during the past 15 years, the program proved to be one of the finest and engrossing travelogues we've ever heard. . . . Allen Swift, emcee of the WPIXilated "Pop-eye Show," has been signed to make a series of comedy platters for ABC-Paramount Records. . . . Floyd Bowman, in charge of the mail room and page staff at Mutual, has just completed 30 years as a faithful and efficient worker (take a bow, man) . . . Stu Foster, who'll preem Sat. on the new "This Is Galen Drake" TV series over the ABChannel, will entertain hospitalized Vets at the Hospital at 23rd St. tomorrow nite. Bee Walker, co-writer of the smash ditty, "Hey, Jealous Lover," will accompany Stu at the piano. More radio and TV stars should volunteer their services for this fine work.



Nan Garcia

MOTION PICTURE DAILY

Concise
and
to the
Point

QP

All
the News
That
Is News

QP

L. 81, NO. 7

NEW YORK, U.S.A., THURSDAY, JANUARY 10, 1957

TEN CENTS

Stellings Says:

TOA to Set Up Platform for Arbitration

**Will Meet Here Also on
Promotion, Director Plans**

By LESTER DINOFF

Theatre Owners of America president Ernest G. Stellings will meet with officials of his exhibitor association within two to three weeks to pursue the organization's aim of developing a "program on arbitration so that disputes with distribution can be reached at the earliest possible date." Stellings, contacted at his Charlotte, N.C., offices yesterday, said that when he comes to New York he will also (Continued on page 6)

Opinion Makers Laud Fox's '3 Brave Men'

Over 5,000 key opinionmakers attended 20th Century-Fox's "Three Brave Men" yesterday at special showings in Boston, Detroit and Philadelphia as part of a 34-city screening campaign to gain national support for CinemaScope drama. Each city's foremost press, religious, civic and social leaders attended showings. (Continued on page 6)

Lower-Censor-Fee Bill Filing Seen in N.Y.

Special to THE DAILY

ALBANY, N. Y., Jan. 9 — As the legislature convened today, there were indications the 1955-56 bill to reapportion profits out of motion picture ownership in New York State might be reintroduced. The measure, which would amend the education law to increase the licensing fee charged by the State (Continued on page 6)

Television Today

Page
7

MPEA Permit Plan Studied

The Motion Picture Export Association's board of directors has appointed a committee of four to study technical aspects of the master global license formula in the light of renewal of licenses in markets where the plan is in effect.

The board appointed Max Greenberg of Warner Brothers, William Pipper of Paramount Pictures, Bernard Zeeman of Columbia Pictures and Griffith Johnson of the MPEA to study all aspects of the formula's renewal.

The MPEA directors also discussed the Far East at their weekly meeting here this week. They authorized MPEA overseas representative Charles Baldwin to go to Turkey to study the effect of taxes on American films being sent into that market and sent newly-appointed Charles Egan, representative in India, to that territory to get a first hand report on the tax situation. He will leave New York tomorrow for Bombay.

Disney Annual Profit Reported Highest Yet

From THE DAILY Bureau

LOS ANGELES, Jan. 9—Consolidated net profit of Walt Disney Productions for the fiscal year ended September 29, 1956 was the highest in the company's history, Roy O. Disney, president of the company, said today in the annual report to shareholders.

Net income was \$2,623,541, reported. (Continued on page 6)

Adams Looks for Attendance Upswing in '57; Sees Television Building Theatre Audience

Special to THE DAILY

CLEVELAND, Jan. 9—Horace Adams, president of The Independent Theatre Owners of Ohio, looks for an upswing in motion picture theatre attendance on two counts. First that, in his opinion, business hit the bottom last summer and it has to go up. Secondly, that television, with its preponderance of programs of old films, is building a huge potential theatre audience by making "movie fans" of the younger generation.

"The public is paying high prices without protest for the big pictures it likes," the head of the state organization declared. Adams, however, criticized the industry's advertising, which, in his opinion, is as "old-fashioned as the old Model T Ford." To correct this, he suggests the infusion of more young blood with consequent new ideas and a new approach.

Peterson Is Sought as TOA Executive Director

From THE DAILY Bureau

WASHINGTON, Jan. 9 — Civil Defense Administrator Val Peterson, former governor of Connecticut, has been sounded out as to his receptivity to a possible offer to become executive director of Theatre Owners of America, it is reported here.

Peterson, who was "boomed" for the TOA post in 1955, will leave here at the weekend for Paris and would not comment on the report. TOA officials in New York, when questioned about Peterson, said that the Civil Defense official "has been interviewed concerning the executive directorship, and is among those under consideration."

Hollywood Is Happy Over Business Rise

By WILLIAM R. WEAVER

HOLLYWOOD, Jan. 9—The recent grosses have lifted Hollywood spirits perceptibly. In the proud tradition of an industry famous for making and/or losing money faster than any other respectable business, the personnel of the production branch of this one has responded like happy children to the reports of brisk box office activity throughout the land.

There are, in Hollywood, two sides (Continued on page 2)

Set Slate

Report Loew's Proxy Fight Averted Now

All Management Men but Vogel Being Replaced

A tentative agreement on a full slate of 13 Loew's directors has been reached, it was reported yesterday, with the immediate result that the long threatened proxy contest by dissident stockholders will have been averted.

The slate of nominees for the Loew's board reportedly agreed upon for submission to the annual stockholders' meeting on Feb. 28 is comprised of the following:

Joseph R. Vogel, president; George (Continued on page 6)

Pope Cites Importance Of Moral Laws to Films

Special to THE DAILY

HAVANA, Jan. 9.—Motion picture art "cannot be conceived on the fringe of moral laws," the Vatican informed members of the International Catholic Film Office by letter at the IFCO's World Congress being held here this week. The meetings will adjourn today.

The letter, written by Substitute Vatican Secretary of State Msgr. Angelo Dell'Acqua and sent in the name of Pope Pius XII, asserted that public opinion can make "exacting demands on the artistic and moral quality of films."

He continued that it is "inadmissible" (Continued on page 6)

'U' Takeover of RKO Sales Still in Work

Official silence was maintained yesterday as arrangements for the reported takeover by Universal of RKO Radio sales and distribution continued under discussion here.

While there were no denials that the talks were in an advanced stage, confirmation that an agreement had been reached and a deal closed still was lacking. The official silence also applied to details of the takeover under discussion.

PERSONAL MENTION

E. S. GREGG, president of Westrex Corp., has returned to New York following a vacation in the South.

MORT NATHANSON, United Artists publicity manager, has left New York for a Virgin Islands vacation.

MILTON SCHNEIDERMAN, United Artists manager in Japan, has left New York en route to Los Angeles on his return to Tokyo.

MRS. BARBARA WARNER, wife of **JACK M. WARNER**, Warner Brothers executive, gave birth to a girl this week at Cedars of Lebanon Hospital, Los Angeles.

LORRAINE SHERWOOD, secretary to **JOHN HUSTON**, director, will return to New York from London today via B.O.A.C.

JOSEPH GOULD, United Artists advertising manager, will leave here tomorrow for Hollywood.

JULIE BASS, of Donohue & Coe, has returned to New York from Florida.

LEW GRADE, British talent agent, will return to London from New York today via B.O.A.C.

GERALD M. LOEB, amusement securities specialist for E. F. Hutton & Co., brokers, will leave here today on a motor trip through the South accompanied by **MRS. LOEB**.

Cite 6 Para. Managers In Weltner Sales Drive

PHILADELPHIA, Jan. 9.—Six Paramount branch managers from the Eastern half of the U. S. were cited today by **Hugh Owen**, Paramount Film Distributing Corp. vice-president, as winners in the first phase of the recently concluded "Paramount's Salute to George Weltner" sales drive. The first phase extended from July 1 to September 30 last year.

Owen named the managers during the opening session of the company's two-day meeting here of home office executives, Eastern U. S. division and branch managers and field merchandising representatives. The managers are: **Howard Nicholson**, Memphis; **Bill Holliday**, New Orleans; **Ed Chumley**, Jacksonville; **Gasper Urban**, Boston; **Myron Sattler**, New York, and **Foster Hotard**, Atlanta.

Forthcoming Paramount pictures will be discussed at the meeting tomorrow.

Business Up; Studios Happy

(Continued from page 1)

to the question whether the threatened overthrow of the long standing major studio system would be good in the long run for the entertainment motion picture, but the arguments in favor of maintaining the status quo (to use in correct sense a term that's been taking a beating hereabouts for some time) outnumber substantially the arguments against.

Emphasize Overhead Charge

The attackers of the major-studio system make their most effective point when they mention the overhead charge, running from 40 per cent to 55 per cent in stated instances, assessed against each picture. Their next strongest point is registered when they extoll the advantages of freedom from executive supervision.

Defenders of the major studio system are prone to concede the seeming hardship of an overhead charge assessed against each picture it produces, but they are prone, too, to break down the charge into items—expert executive administration, costly research from which all in the industry derive benefit, world-wide representation of vast and steady profit to majors and independents collectively —

which add up to total cost hard to shoulder but harder to blow down.

To the other complaints against the system raised by its deriders, most major studios usually find it necessary only to point out that artistic freedom has been enjoyed in major studios from their beginning by men whose work warranted it.

The state of independent production of theatrical pictures is in healthy condition and faces no visibly imminent dangers more threatening than a possibly pending enactment by the Treasury Department of a rule making the personal corporation subject to same tax as an individual. That appears unlikely enough of enactment.

Big-Film Success a Factor

By and large, Hollywood feels better at this year's end than 12 months ago. The big success of the big picture has had a steadying effect on the community. The relative constancy of the 1956 box office level has set at rest certain fears that there might be no bottom at all to the falling market for tickets. For these or other reasons less plainly evident, Hollywood feels better about 1957. That is about as far as Hollywood can be reported, ever.

Newsreel in Color Produced in France

From THE DAILY Bureau

PARIS, Jan. 7 (By Air Mail) — A full-length newsreel done completely in color has been produced for the first time in French film history by **Les Actualites Francaises**.

The color newsreel was achieved after considerable difficulty, however. Some of the filmed events took place under badly-lighted conditions. Printing of the film presented further difficulties, the process taking as much as five times as long as with black-and-white.

Done Experimentally

This newsreel was produced experimentally but it is hopeful that more color news films may be produced, the company said. If the initial effort is successful, it is anticipated that color newsreels could sometime soon become weekly events. News films are changed twice weekly in French theatres.

Columbia Dividend

Columbia Pictures Corp. announced that the board of directors at a meeting held yesterday declared a regular quarterly cash dividend of \$1.06¼ per share on the \$4.25 cumulative preferred stock of the company, payable February 15, 1957 to stockholders of record February 1, 1957.

Hartford Papers Reject Ads for 'Wild Party'

The "Hartford Times" and "Hartford Courant" have rejected advertising for United Artists' "The Wild Party," which is scheduled to open at Loew's Palace there on Saturday, UA reported here yesterday. The two publications objected to the ad line reading "The new sin that is sweeping America"; to art showing an embrace between stars **Anthony Quinn** and **Carol Ohmart**; and to the use and display treatment of the word "shock" in the line, "the shock story behind the rock 'n' roll generation."

UA pointed out that the ads were accepted by New York newspapers and in Portland, Ore., where the film opened yesterday.

Shirley Yamaguchi Will Welcome Japanese Here

Film star **Shirley Yamaguchi** will be hostess to the delegation of 12 Japanese motion picture executives and actresses who will fly here next week to represent their country during Japanese Film Week, which will be held January 20 through 25.

Miss Yamaguchi, who now lives in New York, will introduce the visiting Japanese film personalities to their American colleagues and members of the press at a series of receptions and luncheons.

The main event of the week will

... NEWS ROUNDUP

Schedule Talent for Inauguration

A million dollars worth of ind. talent will entertain inaugurationists at the Presidential inauguration festivals and concert, **George Mur** in charge of entertainment for inauguration activities announced Washington yesterday. Entertainment will perform at two festivals on Friday night, Jan. 19, one at **Uline Arena** and one at **Loew's Col Theatre**; at a concert to be Sunday night at **Constitution** and at the four inaugural balls which will take place Monday night Jan. 20. Masters of ceremonies for the festivals will be **Wendell Corey**, **Raymond**, **William Gaxton** and **Liam Lundigan**. Dancers will include **Ray Bolger**, **Tony and Sally DeM** and the **Stepp Brothers**; comedians **Phil Silvers**, **Abbott and Costello**, **Cannon** and **Edgar Bergen**; singers **Dorothy Shay**, **Kathryn Gray**, **Theresa Brewer** and **Pat Boone**.

Burstyn Presentation Tuesday

The Independent Motion Picture Distributors Association of America will present the annual **Joseph Burstyn Award** for the best foreign-language film of 1956 to the Italian film "Strada" at a cocktail party next Tuesday, at the Hotel Plaza here. **Arnold Winsten**, film critic of the New York Post, will present the award to **Richard Basehart**, a star of the film.

Albany Union Dispute Settled

Picketing has been discontinued and a projected strike called off **Fabian's Palace Theatre**, Albany, N. Y. following settlement of a contract dispute between management and **Operating Engineers Local 106**, A. I. Projectionists and stage hands continued to work during the controversy.

Ingrid Bergman Coming Here

Ingrid Bergman has informed 20th Century-Fox that she has accepted the New York Film Critics' invitation to come to New York to accept the annual award for her performance in "Anastasia." The actress will arrive on Jan. 19 and will return to Philadelphia the next day.

be six evening screenings to be held in the Museum of Modern Art Theatre, of the most recent feature documentary productions of leading Japanese film companies.

MOTION PICTURE ASSOCIATION

OF AMERICA, INC.

1600 EYE STREET, NORTHWEST

WASHINGTON 6, D. C.



ERIC JOHNSTON
PRESIDENT

January 2, 1957

Mr. Martin Quigley
Quigley Publishing Company, Inc.
1270 Sixth Avenue
New York 20, New York

Dear Martin:

The early reactions to the revisions in the Code appear to be quite favorable and for this gratifying response there can be no doubt that you deserve a good deal of thanks from us all.

I know I speak the wishes of everyone on our board when I say that we deeply appreciate your wise counsel in helping us with the revisions. Your suggestions, your contributions, have made it a better document.

The Production Code is surely one of the proudest chapters in the whole history of the motion picture in the United States. It was your creation. More than any other single individual throughout the years you made the Code system grow and flourish. From this Code system the industry drew strength and stature. Through the Code system the industry has exercised its responsibility to the public in a way unmatched by any other media of communication.

That paper you took with you on the train to Hollywood, in the early winter of 1930, has flowered into a system of self-regulation to which every responsible person in our industry adheres and to which I am sure every responsible person will always adhere. In our industry when we think of self-regulation, we naturally think of you.

As the New Year begins, let me congratulate you and thank you again.

With kindest personal regards, I am,

Sincerely yours,

A handwritten signature in cursive script, appearing to read 'Eric'.

Susan Hayward

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laughing
of love-m
since come
grew up!



When two
big stars
make their
first comedy—
and it comes
from the
company
that gave you
'Mister Roberts'—
it's bound
to be
something
special!

WARNER BROS. TRADE SHOWS JAN. 16th

ALBANY
20th Century-Fox Screening Room
1052 Bway • 2:00 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.

BOSTON
20th Century-Fox Screening Room
115 Bway • 2:15 P.M.

BUFFALO
Mottlun Picture Operators Hall
498 Pearl St. • 8:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
12 E. 6th St. • 8:00 P.M.

CLEVELAND
20th Century-Fox Screening Room
2219 Payne Ave. • 2:00 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
20th Century-Fox Screening Room
1300 High St. • 12:45 P.M.

DETROIT
Film Exchange Sc. Rm.
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
Universal Screening Room
517 Ho. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:00 P.M.

LOS ANGELES
Fox Westcoast Sc. Rm.
1837 So. Vermont Ave.

WITH PAUL STEWART • JIM BACKUS • Written by ROLAND KIBBEE and

and Kirk Douglas

are iving "Top Secret Affair"

it's the
story
king

S

*They
call him
General
"Ironpants".
She calls
his bluff...*

Produced by MARTIN RACKIN • MILTON SPERLING Supervising Producer • Directed by H. C. POTTER • PRESENTED BY WARNER BROS.



MINNEAPOLIS
Screening Room
3:00 P.M.
Warner Screening Room
1000 Currie Ave. North • 2:00 P.M.
NEW HAVEN
Screening Room
1 Ave. • 8:00 P.M.
Stanley Warner Screening Room
70 College St. • 1:30 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 2:00 P.M.
NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 10:00 A.M.
OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:30 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:00 P.M.
PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of the Allies • 1:30 P.M.

PORTLAND
Star Screening Room
925 N.W. 19th Ave. • 2:00 P.M.
SALT LAKE CITY
20th Century-Fox Screening Room
216 East 1st South • 1:30 P.M.

SAN FRANCISCO
Republic Screening Room
221 Golden Gate Ave. • 1:30 P.M.
SEATTLE
Egyptian Theatre
2:00 P.M.

ST. LOUIS
S'ronco Screening Room
3143 Olive St. • 1:00 P.M.
WASHINGTON
Stanley Warner Screening Room
13th & E. Sts. N.W. • 10:30 A.M.

Proxy Fight

(Continued from page 1)

Killion, Frank Pace, Jr., George Brownell, William Parker, and J. L. Sullivan, all of whom currently are board members; Joseph Tomlinson, described as the largest individual holder of Loew's stock and leader of a dissident faction; Stanley Meyer, Ray Lawson and Fred Florence, nominees of Tomlinson's; Howard Cullman, honorary chairman of the Port of New York Authority and former receiver for the Roxy Theatre here; James Bruce, chairman of National Dairy Products Corp., and K. T. Keller, former head of Chrysler Corp.

The last three reportedly were agreed upon by both sides tentatively yesterday.

Management Formerly Had 6

This arrangement would leave Vogel as the sole management member of the board which heretofore has had six such members. They were, in addition to Vogel, C. C. Moskowitz, treasurer; Charles M. Reagan, distribution vice-president; Arthur M. Loew, International president; Howard Dietz, advertising-publicity vice-president, and Benjamin Melniker, attorney.

Tomorrow is the deadline for owners of stock who will be qualified to vote at the Feb. 28 meeting. Holders of stock acquired after tomorrow will not be eligible to vote.

TOA Sets Arbitration Plan

(Continued from page 1)

confer with the TOA committees charged with obtaining the services of an executive director and putting into operation the TOA business building program which the Council of Motion Picture Organizations has been asked to conduct.

He said that in his talks here, "I hope to further plans for getting an industry arbitration system into actual operation. I do not know whether or not Allied States Association has developed a platform on arbitration thus far. They are welcome to come in and meet with us on this at any time."

Berger Statement Recalled

Stellings had said early last month, that TOA would launch talks on arbitration in mid-January with or without the participation of Allied, which has indicated that it would cooperate. Allied leader Benjamin Berger recently stated that new efforts to launch an arbitration program were to be explored in meetings between officials of both groups early this month so that a report by the Allied arbitration committee could be made at the Allied board meeting next month.

The Allied arbitration committee is composed of president Rube Shor, general counsel Abram F. Myers and Abe Berenson. Theatre Owners of America has not appointed its committee on arbitration thus far, Stellings

said, but he has indicated in the past that among its membership would be general counsel Herman M. Levy and Mitchell Wolfson.

Stellings is also anxious to get the TOA business building program, "or the programs advanced by the Motion Picture Association of America" underway. He said that he hopes to sit down while in New York to discuss with officials involved ways and means of getting the plans into operation on their own or merging into one industry program.

Commenting on the TOA search for an executive director, Stellings said that to the best of his knowledge, no one person has been selected for the post even though the TOA committee, Levy and Walter Reade, Jr., have had conferences with a number of executives seeking the position.

Pope Cites Importance

(Continued from page 1)

sible to show films to certain categories of spectators under the pretext that they are studies, while the same films have been judged bad or harmful for them. It is likewise inadmissible to show films to children which have been intended strictly for adults."

The chief aim of the IFCO meetings has been to find effective means of encouraging the interest of exhibitors and the public in productions of high moral and artistic calibre. Msgr. Dell'Acqua encouraged the IFCO to found groups in schools and in adult circles which would concern themselves with a proper evaluation of the moral tone of motion pictures.

First on U.S. Soil

Opened Jan. 5, this is the first World Congress ever held on American soil. Among representatives from the U.S. at the meetings were John A. Vizzard, assistant administrator of the Motion Picture Production Code Administration, and Robert Corkery, vice-president of the Latin American division of the Motion Picture Export Association of America.

Father Andre Deskur, assistant secretary of the Pontifical Commission for Movies, Television and Radio is representing the Vatican at the Congress. The Latin American Union for the Production and Distribution of Films has been meeting here simultaneously with the IFCO. This organization will put decision of the World Congress into effect in the American countries.

'Three Brave Men'

(Continued from page 1)

ings of the Herbert B. Swope, Jr. production, which is being previewed to similar groups across the country through next Tuesday. Prior to the screenings, 20th Century-Fox representatives invited the opinionmakers to rally their organizations behind local engagements of the drama.

Reactions to the film were enthusiastic in every situation, it was said.

Disney Profit

(Continued from page 1)

resenting \$2 per common share on the 1,305,680 shares outstanding as of September 29 last, compared with a 1955 net profit of \$1,352,576 which was equal to \$1.04 per share after giving effect to the two for one stock split effective August 20, 1956.

Gross income for the year amounted to \$27,565,394 as compared with \$24,638,652 in 1955. Film rentals were \$15,054,742, down \$2,615,341 from last year's all time high of \$17,670,083. However, income from television and other activities more than offset the decline in film rentals. Television income rose to \$6,996,890, up \$4,444,378 from 1955, primarily as a result of launching the daily Mickey Mouse Club Show in October 1955, Disney said. Publications, character merchandising, music and all other ancillary activities combined to gross \$5,513,762, up \$1,097,705 over the preceding year.

Disneyland Separate

Disneyland Park, in Anaheim, Cal., opened to the public on July 18, 1955. Accumulated retained earnings of Disneyland, Inc. to September 30, 1956 were \$617,929 after deducting \$887,692 pre-opening expenses, \$2,304,029 depreciation and \$649,400 provision for income taxes. Walt Disney Productions owns 34.48 per cent of Disneyland, Inc., owner and operator of Disneyland Park. Walt Disney Productions does not consolidate the accounts of Disneyland, Inc. with its own.

Lower-Censor-Fee Bill

(Continued from page 1)

Education Department's motion picture division from three to four dollars for each thousand feet of original film, and to reduce the charge for prints from two dollars a thousand feet to four dollars for "each additional entire copy," was vetoed by Governor Harriman last April.

Passed by both houses, with Sen. Joseph Zaretzki, of Manhattan (new leader of the Democratic minority in the Senate), as co-sponsor, it drew a veto from the Governor because it would result in the loss to the state of \$285,000 per year in fees, Harriman stating "this loss of revenue is not taken care of in the budget enacted by the legislature."

AFL Film Council Unit Withdrawn from MPIC

HOLLYWOOD, Jan. 9—The AFL Film Council last night voted to withdraw its unit membership in the Motion Picture Industry Council in order to concentrate more intensely on labor matters.

Several constituent organizations are expected to follow the example set by the Screen Actors Guild and Screen Story Analysts, which belong to MPIC individually as well as to the Council.

THE SEVENTH ANNUAL COMMUNION BREAKFAST

for Catholic people of the motion picture industry in the New York area will be held Sunday, February 3. Mass at nine o'clock at St. Patrick's Cathedral, with breakfast immediately following in the Grand Ballroom of the Hotel Waldorf-Astoria.

For information and tickets, communicate with the member of the Sponsoring Committee in your office, or Miss Marguerite Bourdette, Room 1107, 1501 Broadway. Tel.: BRyant 9-8700.

(Tickets \$3.75 each)

REVIEW:

Three Brave Men

20th Century-Fox—CinemaScope

THE SEMI-DOCUMENTARY film, one in which a true story is identified as such at the beginning and is then told primarily in fictional format, has become one of the great Hollywood traditions. In making such 20th Century-Fox has been a leader with such memorable pictures as "Boomerang," "The House on 92nd Street," and "Call Northside 777," to name only three. This is the honorable—and potentially profitable—category in which to place producer Herbert B. Swope, Jr.'s "Three Brave Men."

The subject matter of this film is extremely topical; it is the application of the Federal Government's security program to detect subversives within its own ranks. Narration at several points in the picture makes it plain that the program, while not without flaws in its formative period, has been eminently successful in exposing disloyalty. But the case presented in "Three Brave Men" is one in which a mistake was made. It is "inspired" by the real-life story of Abraham Chasanow (called Bernard Goldsmith in the film), a Navy Department employee who was falsely accused of disloyalty, discharged from his position, and put through the agonizing ordeal of proving his innocence not once but twice.

The case of Chasanow was recounted in a series of newspaper articles written by Anthony Lewis, which won a Pulitzer Prize. It is these articles which Philip Dunne employed as the basis for his script, and he has done a remarkable job in choosing and arranging the salient details in dramatic form. His script, while impressive in its array of the factual data involved, never loses its grip on the "human element," which makes of "Three Brave Men" a moving emotional experience.

In this latter factor Dunne, who also directed, has been immeasurably aided by a well-chosen cast. Ernest Borgnine brings great humanity and sympathy to the role of Goldsmith; this is his best part since "Marty" and he has made the most of another rare opportunity. Equally good is Ray Milland, as the lawyer who takes the case and continues to press it in the face of severe setbacks because he believes in his client's innocence. The third of the "brave men" is Dean Jagger, who portrays an Assistant Secretary of the Navy who is willing to admit that a terrible mistake has been made.

All of the other actors are good, too—notably Virginia Christine as Borgnine's wife; Warren Berlinger as his son; and Nina Foch as a lawyer for the Navy in the case.

The picture was photographed in CinemaScope and black-and-white, the latter being most appropriate for the theme.

Running time, 88 minutes. General classification. For January release.

RICHARD GERTNER

Italy's '56 Grosses Total \$230 Million

From THE DAILY Bureau

ROME, Jan. 9—The global gross receipts of foreign and native pictures in Italy in 1956 is estimated at 120 billion lira (about \$230,000,000). This represents a three per cent increase from the 1955 figure of 117 billion lira. The share allotted to American production is estimated at 72 billion lira (\$115,000,000) or

about 60 per cent of the global receipts. The receipts of the Hollywood production output had been 67.5 billion lira in 1955, representing 58 per cent of the global gross income in that year.

Considering that in Italy only 23 per cent of the price of the ticket goes to the producer-distributor, the gross price of American production in Italy can be estimated at close to \$50,000,000 in American money, including pictures released by Italian companies. To be subtracted from that amount are customs duties, taxes on dubbing, expenses for the American representatives in Italy, and advertising expenses.

Frederick Prods.

BROOKVILLE, N. Y., Jan. 9 — Frederick Productions Inc. is the name that has been given to the new film production company formed by Dino DeLaurentiis, Italian producer, and Ralph B. Serpe. The co-production firm will have its American headquarters here.

Televisión Today

Hearings Due on TV Allocations by FCC

From THE DAILY Bureau

WASHINGTON, Jan. 9—The Senate Commerce Committee will probably hold hearings late this month on the progress the Federal Communications Commission has made on TV allocation problems. FCC members will be called on to explain developments since Congress was adjourned last summer.

Right now, this is the only congressional hearing on the horizon affecting the television industry. Of course, others will likely shape up as the session advances.

Expect Report Next Month

The Senate Committee will probably have ready sometime in February a report on its work in the TV field last year. Sometime in February is also the target date for the House Judiciary subcommittee to have ready its report on its 1956 hearings on monopoly problems in television broadcasting. Right now, the House subcommittee has no plans for further TV hearings, though members and staff officials will continue to keep an eye on the industry.

The Senate Small Business Committee hopes to get around to some hearings on the problems of small daytime radio stations.

Commerce Group Hearings Set

The House Commerce Committee will hold hearings as the session goes on on particular broadcasting bills, but right now has no plans for any overall look at the industry.

Tax relief for UHF broadcasters, via elimination of the federal excise tax on all-channel TV sets, will be considered by a House Ways and Means subcommittee during the coming weeks. The Treasury continues to oppose this change, however, and the final outcome is uncertain.

1956 Was Good Year For WCBS-TV: Digges

"The year 1956 has been an exceptionally good one for WCBS-TV," Sam Cook Digges, the station's general manager has reported in a year-end statement. "The progress we've made in the past 52 weeks has built a firm foundation for even greater station leadership in 1957," he asserted.

As in past years, WCBS-TV (Channel 2) held its own among New York's seven television stations, he said. He noted that WCBS-TV posted a 19 per cent increase in total revenue for 1956 over 1955. The station worked with more than 150 different organizations in devoting time and facilities to public service programming of an educational, religious, civic or charitable nature, an increase of \$1,012,370.

Who's Where

Marilyn Arbetter has been named copy supervisor in National Telefilm Associates' promotion department. Her initial assignment will be the preparation of press, promotional and showmanship material for NTA's newly-acquired package of 78 feature films from 20th Century-Fox.

□

Guild Films has announced the resignation of Aaron Katz as vice-president and treasurer. He continues to serve on the board of directors.

□

Larry Menkin, TV writer-producer and recently programming chief of DuMont and New York's WOR-TV, has joined Ziv TV programs. His first telefilm assignment will be with producer Leon Benson's "West Point" unit, where he will script several of the upcoming episodes.

□

Richard Carter has been named a vice-president of Cleary-Strauss & Irwin, national publicity firm with headquarters in Los Angeles. Carter will headquarter in Hollywood as account supervisor on television and motion picture accounts, starting January 28.

□

John B. O'Connor has been named National Sales Representative for TNT Tele-Sessions, Inc., affiliate of Theatre Network Television, Inc., and leading company in closed-circuit TV for business and industry. O'Connor was formerly audio-visual project supervisor in the advertising and sales promotion department.

Trans-Lux TV Corp. Made Separate Division

Trans-Lux Television Corp., a separate division of the Trans-Lux organization, has been set up to market the Britannica Films. The new unit announces that its complete film library amounts to far more than the 650 odd titles in earlier estimates.

Overlapping of subjects, which will permit one film to be used several times in different series, gives nearly unlimited extensibility to the number of uses.

The company also announced that some 22 programming titles have been chosen by Trans-Lux as a more or less arbitrary way to break up the library of film shorts into more wieldy groups.

Starr on WOR

Martin Starr, Mutual Broadcasting System commentator whose "Here's Hollywood" is a weekday morning network program of Miles Laboratories, is now being aired in the New York area over WOR from 4:55-5:00 P.M.

TEASERETTES

PREVUES

ADVANCE

CROSS PLUGS

FAMOUS FOR MANY USES!

These 3 frame trailers feature art backgrounds, photos and compelling off-stage voices! NO CONTRACTS, NO RETURNS!

\$1.75 each

FILMACK

1327 S. WABASH CHICAGO 5, ILL.

OH
Boy!!

OH Joy!

the
comedy sensation
of 1957....



OH MEN!



OH WOMEN!

In the NUNNALLY JOHNSON
hit-tradition of "How to
Marry a Millionaire"
and "The Man in the
Gray Flannel Suit"



from 20th... for everybody's
Happy Washington's Birthday

20th Century-Fox presents DAN DAILEY · GINGER ROGERS · DAVID NIVEN · BARBARA RUSH · TONY RANDALL

OH MEN! OH WOMEN! in CINEMASCOPE color by DE LUXE · Produced and Directed by NUNNALLY JOHNSON

From the Play Produced by CHERYL CRAWFORD

All
the News
That
Is News

QP

MOTION PICTURE DAILY

Concise
and
to the
Point

QP

L. 81, NO. 8

NEW YORK, U.S.A., FRIDAY, JANUARY 11, 1957

TEN CENTS

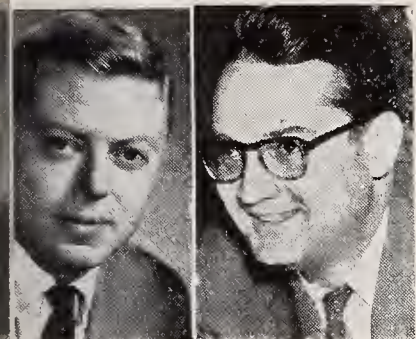
'57's Favorites

'Playhouse 90' Voted Best in '56 'Fame' Poll

Critics Select Allen Champion of Champions

By LESTER DINOFF

Television's greatest year, from an audience's standpoint, was attained in 1956, according to editors, critics and columnists of American newspapers and magazines who participated



Martin Manulis Steve Allen

In the eighth annual TELEVISION TODAY and MOTION PICTURE DAILY poll for FAME Magazine, which saw the Columbia Broadcasting System's show, "Playhouse 90," voted the Best Network Program of 1956.

The electors also voted this "Champion of Champions" show as the Most Unique New Program and the Best Dramatic Program of the year just ended.

Sharing the top honors in television in 1956 was NBC-TV's Steve Allen, (Continued on page 6)

'Fame' Television Poll Results On Page 8

The complete results of the voting in TELEVISION TODAY and MOTION PICTURE DAILY's eighth annual poll for FAME MAGAZINE are published on page 8 of this issue. First, second and third place winners in all categories of the poll are reprinted. Pictures of the winners will be found on page 6.

Study SIMPP Operations Abroad for This Year

Conferences between officials of the Society of Independent Motion Picture Producers and their members and representatives have been taking place here in regard to SIMPP's program and operations abroad this year.

Conducting the conferences for SIMPP are Marvin L. Faris and Jack Lamont, who will leave here on Monday for Paris to set up a SIMPP office there.

Faris said here yesterday that the SIMPP program for 1957 was worked out in conferences held in Florida last week between president Ellis G. Arnall, Lamont and himself. He said that the program includes activity on the sale of SIMPP members' film product to Iron Curtain countries.

WB to Construct New TV Building in Feb.

From THE DAILY Bureau

BURBANK, Calif., Jan. 10 — Plans have been completed for immediate start on a major building program at the Warner Bros. Studio here to provide space and production facilities for the company's expanding television activities, Jack L. Warner, WB president, announced yesterday.

Construction will start early in (Continued on page 2)

Detroit Showmanship Winner Has New Idea: A 'Hall of Fame' for Hollywood's Greats

Special to THE DAILY

DETROIT, Jan. 10—Alice Gorham, publicity director for United Detroit Theatres and a Quigley Showmanship Awards winner, has come up with a new showmanship idea to help the motion picture industry nationally.

Mrs. Gorham said: "There are different kinds of Halls of Fame. Baseball has one—why shouldn't there be a Hollywood Hall of Fame?"

No sooner said than done. On Tuesday the Michigan Theatre, UDT showcase, blazoned forth with two displays—one with 57 male stars, and one with 57 female stars along with printed ballots asking patrons of the theatre to name their "King and Queen" for a potential Hollywood Hall of Fame.

No prizes were offered as it is not a contest. The effort is being made at this time merely to determine the interest of patrons.

On the basis of one day's returns over 10,000 filled-in ballots per week are expected.

Depinet New Pioneer Head

Ned E. Depinet has been elected president of the Motion Picture Pioneers, Inc., and the Foundation of the Motion Picture Pioneers, Inc., succeeding the late Jack Cohn, it was announced here yesterday following a meeting of the groups' board of directors.

Cohn, who was the founder of the Motion Picture Pioneers and its president for the past 17 years, since (Continued on page 2)

See Loew's Directors Slate Set By Monday

Loew's board of directors at a meeting here Monday is scheduled to complete the selection of a full slate of directors to be submitted to stockholders at the annual meeting on Feb. 28.

A tentative agreement on a slate of 13 nominees for the board was upset (Continued on page 2)



Ned E. Depinet

Fabian Reports

Stanley Warner Weekly Gross All-Time High

Notes Rise; Quarter Income at \$27,169,000

Special to THE DAILY

WILMINGTON, Del., Jan. 10.—A week by week improvement in Stanley Warner theatre box office receipts since the first

week of November, as compared with last year, with the week ending Jan. 5 showing the largest income for any one week since the organization of the circuit, was reported to stockholders today by S. H. Fabian, president of the Stanley

(Continued on page 12)



S. H. Fabian

Para. Studio Meetings Scheduled Next Week

Special to THE DAILY

PHILADELPHIA, Jan. 10—Hollywood studio conferences early next week will follow the first part of Paramount's 1957 national sales meeting held Wednesday and yesterday at the Warwick Hotel here.

Leaving New York by plane at the weekend for the coast will be Barney Balaban, president of Paramount Pictures; Paul Raibourn, vice-president; (Continued on page 12)

Set 24 Chairmen of '57 Brotherhood Drive

Twenty-four theatre officials in as many key cities have accepted posts as area exhibitor chairmen of the amusement industry's Brotherhood Drive for 1957, it was announced yesterday by William J. Heineman and Spyros S. Skouras, national co-chairmen of the inter-faith effort, (Continued on page 12)



Alice Gorham

PERSONAL MENTION

CHARLES M. REAGAN, M-G-M vice-president and general sales manager, has returned to New York from the Coast.

ARNOLD M. PICKER, United Artists vice-president in charge of foreign distribution, and **CHARLES SMADJA**, vice-president in charge of foreign production, will return to New York today from Paris.

ALEX HARRISON, 20th Century-Fox general sales manager, and **C. GLENN NORRIS**, Central-Canadian division manager, will return to New York today from Toronto.

WILLIAM DOZIER, RKO Radio vice-president in charge of production, has arrived in New York from the Coast.

LEO F. SAMUELS, Buena Vista president and general sales manager, and **CHARLES LEVY** new ad-publicity director, left New York yesterday for the Coast.

CHARLES (BUD) BARRY, vice-president in charge of television operations for Loew's, Inc., is in Hollywood from New York.

CHARLES BOASBERG, Paramount's supervisor of worldwide sales for "The Ten Commandments," returned to New York yesterday from Philadelphia.

CHARLES SIMONELLI, Universal Pictures Eastern advertising-publicity manager, is in Marietta, Ohio, from New York.

MAURICE (RED) SILVERSTEIN, who handles outside productions for M-G-M, will leave here over the weekend for the Coast.

MAE BAGWELL, secretary to **HILLER INNES**, Paramount Eastern production executive, will be married on Sunday to **NORMAN THOMAS BUCHBINDER**.

HERMAN KASS, Universal Pictures Eastern exploitation manager, is in Philadelphia today from New York.

'Barretts' to M. H.

M-G-M's "The Barretts of Wimpole Street" with Jennifer Jones, John Gielgud, Bill Travers and Virginia McKenna will open at the Radio City Music Hall on Thursday.

Robert Kane Dies; Industry Pioneer

Special to THE DAILY

HONOLULU, Jan. 10 — Robert T. Kane, former industry executive and producer, died of a cerebral hemorrhage at a Waikiki hotel here last Saturday. Kane, who established United Studios, now Paramount, in 1917, had been living here since undergoing an operation for a thyroid condition last March. He was 67.

A native of Jamestown, N. Y., he studied civil engineering but turned to theatre management and then entered motion picture production for the states rights market. He enlisted as a private in the U.S. Army during World War I, rose to captain, and won the DSC, the DSM and the Belgian Croix de Guerre. He was appointed general manager of production for Paramount Public after his separation. In 1930 he organized the Paris office of Paramount, and in 1933 went to Fox in that city.

Was in Britain for Fox

He travelled to Hollywood as a Fox producer, then to England in 1938 as managing director of 20th Century-Fox production there. He resigned in February, 1944, to form Robert T. Kane Productions at Eagle Lion Studios.

He is survived by his widow, of New York, and two sisters, Mrs. William Brophy, of Louisiana, and Mrs. C. B. Reynolds of Menlo Park, Calif.

Clinics Will Highlight Allied Drive-In Meeting

CINCINNATI, Jan. 10.—Clinics on motion picture trade practices and buying and booking of films will highlight the fourth National Allied Drive-in Theatre Convention to be held Jan. 29-31 at the Netherlands Plaza Hotel here.

The convention, which will feature the latest drive-in equipment, will be followed by the Allied States Association of Motion Picture Exhibitors board of directors meeting.

The convention will also feature sessions on the latest methods of operation, advertising methods adapted to the present market, advanced techniques on concession management and various means of increasing box office receipts.

Depinet Elected

(Continued from page 1)

the organization's inception, died here last December.

The board of directors also elected William J. German as treasurer of the Pioneers and George Dembow was made secretary. A. Schneider, Charles Alicote and Dembow were added to the board.

Republic Board Meets; No Statement Issued

The board of directors of Republic Pictures met here yesterday to discuss current company affairs and reportedly to consider dissident stockholder proposals.

No details on the actions and discussions by the Republic directors were immediately available as the board meeting continued to a late hour yesterday. It was indicated that a statement may be forthcoming today from the company.

'U' Prefers Leasing to TV Rather Than Sales

Universal Pictures is not interested in selling its film library to television for a lump sum, but prefers to lease its product for income over a period of years, president Milton R. Rackmil said in announcing that 1957 net income for Universal and Decca Records, Inc., which owns 80 per cent of the film company's stock, will surpass 1956 figures considerably.

Even though the fiscal year for Decca ended on Dec. 31, 1956, indications are that profit climbed to around \$2.75 a share, a new high from the \$2.37 in 1955, Rackmil said. The figures include the undistributed earnings of Universal Pictures Co. Decca now owns 80 per cent of Universal's common stock, six per cent more than at the close of 1955.

Earnings for the film company for the fiscal year ended last Nov. 3 were approximately four million, or slightly better than \$4 a share on the 927,000 common shares outstanding. In the preceding year, profit was \$4,018,625, equal to \$3.71 a share on the 1,020,089 shares then outstanding.

Ginsberg Appointed

Richard Brandt, president of Trans-Lux Television Corp. and Trans-Lux Distributing Corp., has announced that Sidney Ginsberg has been promoted to a new post, that of assistant to the president. Ginsberg has been a member of the Trans-Lux organization for 15 years and most recently assisted in forming the new distribution company. In his new position, he will be in charge of promotional activities and will act as liaison between the various sales offices of both organizations.

Broidy Meeting Press

Steve Broidy, president of Allied Artists Pictures, will hold a press conference at 11 A.M. today to discuss his company's domestic and foreign plans for the coming year.

Loew's Board

(Continued from page 1)

when two of them announced they would be unable to serve and caused their names to be withdrawn from list of candidates. They were How Cullman and James Bruce, previously agreed upon by the Loew's board. Joseph Tomlinson, largest individual stockholder in Loew's, Tomlinson heads a dissident stockholder faction which had threatened a proxy fight up to the time that tentative agreements were reached on the slate of new directors, at least five of whom were proposed by Tomlinson, including himself.

Loew's officials and Tomlinson met again yesterday but made no statement afterward except to announce that the company's board of directors would meet again on Monday, which time management expects to be able to announce the full slate of directors for consideration at the annual meeting.

Ownership 'Record Date' Reached

Today is the record date for ownership of stock that may be voted at the Feb. 28 meeting.

Meanwhile, it was indicated that the conferences concerning the new slate of directors have delayed the divorce work scheduled to be completed by Feb. 7 with the result that Loew's may be obliged to petition the Federal court for additional time in which to separate the picture company from the theatre company and issue new securities in both stockholders.

W. B. to Construct

(Continued from page 1)

February on the first building, a two-story and parking level structure ultra-modern design to be built at estimated cost of \$600,000. Occupying 135 by 240 feet in the northeast section of the Warner Bros. Studio, this building will contain 26 offices with a total of 130 spacious offices. It also will house 26 fully equipped film editing rooms and four complete projection rooms.

Further plans, Warner said, call for an additional building to enlarge the studio's present television and laboratory structure on the north side of Warner Blvd., across from the main studio property.

NEW YORK THEATRE

RADIO CITY MUSIC HALL

Rockefeller Center

MARLON BRANDO • GLENN FORD

MACHIKO KYO

starring in CinemaScope and METROCOLOR in

"THE TEAHOUSE OF THE AUGUST MOON"

AN M-G-M PICTURE

and THE MUSIC HALL'S GREAT HOLIDAY SHOW

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Storck, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOLlywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams, Editor; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIRCLe 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, \$6 in the Americas and \$12 foreign; single copies, 10c.

PEOPLE

Dave Friedman of Paramount's Chicago publicity staff is leaving the company Saturday to operate Apex Productions, a company he has formed. Apex will handle the Modern Film Distributors franchise in the Denver, Des Moines, Omaha, Minneapolis and Milwaukee areas. Friedman is also planning a show under canvas, to open next season.

Max Bernstein has been elected president for the coming year by the Philadelphia chapter of the Coliseum of Motion Picture Salesmen. Tom McFadden was elected vice-president, Joe Schaeffer secretary and Stan Stroulson treasurer.

Lloyd Hause has been named manager of the Capitol Theatre in Wilkesport, Pa.

Frank Savage, Jr. has been promoted from chief booker to office manager at Charlotte, N. C., for M-G-M. He succeeds Hugh McDonald, promoted to film salesman. Walter A. Thomas was promoted from assistant to head booker.

Canada Weekly Stages Motion Picture Contest

TORONTO, Jan. 10 — The Star Weekly, newspaper with a circulation under 1,000,000, is giving away \$1,000 in cash plus a pass for two months for a full year at any motion picture theatre in Canada in a new "movie popularity" poll.

The contest, to be of three weeks duration, is separate from the Academy Awards' contest being conducted by the theatres across the country in co-operation with daily newspapers. It seeks to determine the top three pictures, top three actresses and top three actors in 1956 by the film-going public.

The prizes are awarded according to the readers' preferences in the balloting. All ballots are tabulated so that every ballot entered in the poll counts. The winner of the \$1,000 prize and theatre pass will be the one whose ballot matches or most closely approximates the national results. Two hundred passes will be awarded by provinces to the other ballots which most closely approximate the national result.

Let 'James' Openings

Several hundred theatres in the Midwest will participate next month in a saturation of 20th Century-Fox's "The True Story of Jesse James," beginning on Lincoln's Birthday. The campaign will include a personal appearance tour by Robert Wagner, star of the CinemaScope-DeLuxe color film, in Kansas City, Mo.; St. Louis, Minneapolis, Omaha and Des Moines.

U.K. Rural Theatres 'On Way Out': Mears

From THE DAILY Bureau

LONDON, Jan. 8 (By Air Mail).—A forecast that the time is not far distant when suburban and rural cinemas will be forced out of business is made by Harry Mears, president of the Association of Independent Cinemas (AIC), in a letter to all Conservative members of Parliament.

He says that nearly 5 per cent more cinemas will close by the end of the year. A hundred independent cinemas have already closed, and 130 belonging to the circuits are about to follow suit. The "monopolistic grip" of combines on the industry, television competition, and crippling entertainment tax are the reasons for the closures, adds Mears.

Sees Form of Toll TV

"When the time comes that the combines are without competition," he continues, "fewer films will be produced, and the public will be forced to travel from the rural areas and suburbs to the key cinemas owned by the circuits in the larger towns. If they cannot afford the expense of travelling, their film entertainment, selected by the monopolists, will be pipelined to the people's own parlours via television. The public will be debarred from their own local cinema and from the freedom of choosing the entertainment they desire."

Mears is the first president of the AIC which was formed in 1953 by a body of small theatre-owners who alleged that the Cinematograph Exhibitors Association (CEA) was dominated by the major circuits.

Legion Reviews 8 Films; Four Put in Class B

Of the eight productions reviewed lately by the National Legion of Decency, two have been placed in Class A, Section I, morally unobjectionable for general patronage; two in Class A, Section II, morally unobjectionable for adults, and four in Class B, morally objectionable in part for all. In Section I are "Gun for a Coward," and "The Wrong Man." In Section II are "Shake, Rattle and Rock," and "Spring Reunion." In Class B are "Crime of Passion," "Hollywood or Bust," "Iron Petticoat" and "Runaway Daughters."

Neame Off '7th Sin'

HOLLYWOOD, Jan. 10 — Director Ronald Neame has asked and received his release from direction of M-G-M's "Seventh Sin" due to a difference of opinion, the studio has announced. Vincente Minnelli will complete the picture.

1,575 GI's Saw Studios

HOLLYWOOD, Jan. 10—The Hollywood USO has reported that major studios conducted 201 tours for 1,575 members of the armed forces in 1956. USO tours are arranged for by the publicity department of the Association of Motion Picture Producers.

Finds Good Reasons for Optimistic Attitude in '57

Special to THE DAILY

DETROIT, Jan. 10 — Dan Lewis, buyer and booker for Cooperative Theatres of Michigan, is optimistic on the outlook for 1957 on two counts: he feels first that studios are in the process of realizing exhibitors' need for product and are bending every effort to insure delivery of real box office pictures during 1957.

On the other side of the coin, Lewis feels distributors are manifesting a "true-blue enthusiasm" for sitting down to negotiate mutually satisfactory solutions of pressing problems.

"In fact," Lewis says, "they are for the first time soliciting interviews for these purposes, which we have long sought. We feel these two fundamentals augur well for 1957."

WB Stockholders Meet Feb. 6 in Delaware

The annual meeting of the stockholders of Warner Bros. Pictures will be held on Feb. 6 in Wilmington, Del., to elect directors, to approve the issuance of stock options to certain employees and other business.

The company's proxy statement and meeting notice discloses that nominees for election as directors are: Charles Allen, Jr., Waddill Catchings, Benjamin Kalmenson, Thomas J. Martin, Robert W. Perkins, Serge Semencenko, Albert Warner, Harry M. Warner, Jack L. Warner and Stanleigh P. Friedman.

Stock Options for Five

Stock options which stockholders are asked to approve are to be given to Jack L. Warner, Kalmenson, Herman Starr, president of Music Publishers Holding Corp., a Warner Bros. subsidiary, Wolfe Cohen, president of Warner Bros. Pictures International Corp., and Steve Trilling, production manager.

The meeting notice also reports that the company has established a credit agreement with a group of banks for a three-year period, aggregating \$20,000,000, with interest at four per cent annually and a commitment fee of one eighth of one per cent per quarter on the unused portion of the credit. Warner Bros. also negotiated the \$5,000,000 note from PRM.

Jack Diamond Heads AMPP Publicity Unit

HOLLYWOOD, Jan. 10—Jack Diamond, of Universal-International, has assumed the rotating chairmanship of the studio publicity directors committee of the Association of Motion Picture Producers, succeeding William Hendricks, who presided during 1956. Mervin Houser, of RKO-Radio, has assumed the vice-presidency and will succeed Diamond for 1958.

NEWS ROUNDUP

Two Massachusetts Bills

Two bills affecting motion picture theatres in Massachusetts were filed in the state legislature yesterday. House Bill No. 1393, brought by Rep. Anthony Spadafora, asks that theatre operators in cities and towns of over 25,000 people be required to have a regular police officer on duty on days when schools are not in session, with the theatre owners to carry expenses. No hearing has been set. Rep. Louis Glaser petitioned in House Bill No. 514 to place drive-ins under the jurisdiction of the commissioner of public safety at a \$25 licensing fee. Drive-ins now are under the jurisdiction of local authorities. No date has been set for a hearing, but this is a perennial bill which has received strong opposition from exhibitors each time it has been brought up.

Asks More Funds for USIA

President Eisenhower told Congress yesterday he would seek an "appreciable increase" in the budget for the U. S. Information Agency. For the current fiscal year, ending June 30, the agency got \$113,000,000. The administration had sought \$135,000,000 but Congress cut the amount. Last year it received slightly over \$87,000,000.

'Teahouse' Passes Million

M-G-M's "Teahouse of the August Moon," which yesterday started its seventh and final week at Radio City Music Hall, has grossed more than \$1,000,000 in its first six weeks at the theatre, making it the 11th M-G-M film to reach that figure or better at the Radio City Music Hall.

FCC Bill Reintroduced

Senator Bricker (R., O.) yesterday introduced again legislation to give the Federal Communications Commission authority to control television networks. Bricker, who has been a leading Senate critic of the TV networks, pushed similar legislation last year.

Richmond Theatre For Shopping Center

RICHMOND, Va., Jan. 10—Richmond's newest motion picture theatre has been opened in the recently-completed, multi-million dollar suburban shopping center Willow Lawn. The theatre, called the Willow Lawn, is operated by Neighborhood Theatres, Inc.

Evening shows have been scheduled late enough for shopping center employees to be able to see complete performances after the stores close.

UNPRECED

EXHIBITORS ARE ASSURED OF B

CECIL B

PROD

THE TEN CO

Which In A Handful Of Nover

In 15 Theatres, Averaging 4⁴/₇

\$2,22

WEEKLY
BOXOFFICE
GROSSES

WEEK ENDING

NOVEMBER 15	1 THEATRE
NOVEMBER 22	3 THEATRES
NOVEMBER 29	9 THEATRES
DECEMBER 7	9 THEATRES
DECEMBER 14	9 THEATRES
DECEMBER 21	11 THEATRES
DECEMBER 28	15 THEATRES
JANUARY 4	15 THEATRES

TOTAL \$2,2

*THIS FIGURE DOES NOT INCLUDE THE UNPRECEDENTED AL

DENTED !

HIGHEST GROSSES...LONGEST RUNS

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DE MILLE'S

TION OF

COMMANDMENTS

er-December 1956 Engagements...

Weeks Of Playing Time, Grossed

\$6,749*

TECHNICOLOR® VISTAVISION
MOTION PICTURE HIGH FIDELITY

... \$62,587

... \$115,729

... \$343,572

... \$275,836

\$242,530

238,777

81,371

6,347

26,749

VE SALE OF TICKETS !



THEATRE	CITY	TO JANUARY 3
Criterion	New York	8 weeks
Stanley-Warner Beverly Hills	Los Angeles	7 weeks
Ohio	Cleveland	7 weeks
Astor	Boston	6 weeks
Keith's	Washington	6 weeks
Randolph	Philadelphia	6 weeks
McVickers	Chicago	6 weeks
Madison	Detroit	6 weeks
University	Toronto	6 weeks
Olympia	Miami	3 weeks
Beach	Miami Beach	3 weeks
Capitol	Montreal	2 weeks
Grand	Cincinnati	2 weeks
New	Baltimore	2 weeks
Century	Buffalo	2 weeks

AVERAGE PLAYING TIME: 4 4/5 WEEKS

'56 TV Poll

(Continued from page 1)

who was named Best Television Performer in the "Champion of Champions" class. Last year's winner Phil Silvers was picked as the Best Comedian of the year, while his CBS-TV show, "You'll Never Get Rich," was selected as the Best Comedy Show and Best Filmed Comedy Series of 1956.

Lucille Ball and Desi Arnaz, stars of CBS-TV's "I Love Lucy," continue popular with the critics of the nation, the poll reveals. Miss Ball, in her own right, was selected TV's Best Comedienne of 1956, and with her husband, was voted Best Comedy Team honors, an honor which last year was bestowed upon George Burns and Gracie Allen. Nanette Fabray and Miss Allen were runners-up to Miss Ball in the poll's Best Comedienne category, while CBS-TV's Jackie Gleason and NBC-TV's Sid Caesar were right behind Silvers in the Comedian class. Gleason and Art Carney received honors in the Best Comedy Team voting behind the Burns and Allen combo, with "Caesar's Hour" and "I Love Lucy" coming up for mention in the comedy show category.

Ed Sullivan Third

Last year's winner in the "Champion of Champions" classification of Best Network Program, CBS-TV's "The Ed Sullivan Show," dropped to third place in the Best Network Program voting, but for the third year in succession retained its Best Variety Program honors. ABC-TV's "Omnibus" received second place honors in the Best Network Program voting.

In the "Champion of Champions" Best Television Performer classification, the 1955 winner, Silvers, was runner-up to this year's victor, Allen, with NBC-TV's Perry Como gaining third place here.

Hackett 'Most Promising'

Buddy Hackett, star of the NBC-TV half-hour live program produced by Max Leibman, "Stanley," was selected by the editors, critics and columnists as the Most Promising New Male Star. Female honors went to Miss Erin O'Brien. Also honored in this voting category were Paul Newman and Sal Mineo, who commute between television and motion pictures, and Janet Blair, of "Caesar's Hour" and Natalie Wood, of motion picture reknown.

The NBC-TV Steve Allen Show, which has been competing this past season against "The Ed Sullivan Show" on Sunday evenings, was second best in the Variety Program voting, while the Perry Como Show was next best liked.

NBC-TV's "Producers Showcase," a once-monthly presentation, was named by the balloteers as the Show Making the Most Effective Use of Color in 1956. NBC-TV's Matinee Theatre and the NBC television "spectaculars" were next in line for the top honor.

The balloting in the musical cate-

Television's Best of 1956



Phil Silvers



Erin O'Brien



Buddy Hackett



Loretta Young

Mort Abrahams
Prod., Producers
ShowcaseDesi Arnaz &
Lucille Ball

Perry Como

Tennessee Ernie
Ford

Dinah Shore



Douglas Edwards



Mel Allen



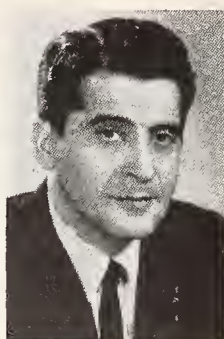
Ed Sullivan



Walt Disney



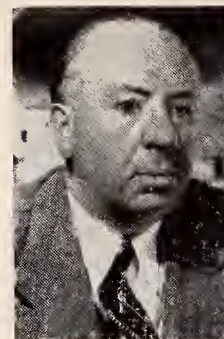
George Fenneman

Howard Barlow
Cond., Firestone
Hour

Hal March



John Daly

Lawrence Spivak,
Prod., Meet The
Press

Alfred Hitchcock



Garry Moore

gories was quite healthy and close at times, but the "Fame" poll in the end revealed that Como was once again the Best Male Vocalist and that Dinah Shore retained her laurels as Best Female Vocalist on television. Eddie Fisher and Rosemary Clooney were hot on the heels of the 1956 titleholders, ending up in second place in the balloting. In the musical show classifications, ABC-TV's half-hour long weekly presentation of the "Voice of Firestone" was again recognized as the winner in the classical division while NBC-TV's Tennessee Ernie Ford show swept the honors as the

Best Popular Musical Show.

Alfred Hitchcock's weekly CBS-TV show came in for much applause as the Best Mystery Program of 1956, according to the "Fame" voting, with NBC-TV's "Dragnet" and CBS-TV's "Lineup" coming in close behind. "Climax" and "Studio One," both of CBS-TV, were second and third respectively in the Best Dramatic Program voting.

Quiz programs and panel discussion shows came in for recognition in the Television Today-Motion Picture Daily - Fame contest as NBC-TV's "Meet the Press" was voted the

Best Panel Discussion Program of 1956, with ABC-TV's "Press Conference" and CBS-TV's "Face the Nation" voted second and third honors. "The \$64,000 Question" was named the Best Audience Participation show while "What's My Line" was voted the Best Panel Quiz Show of the year. Both are CBS-TV.

Best Children Programs honors was swept by ABC-TV's "Disneyland" and "Mickey Mouse" shows, with CBS-TV's "Captain Kangaroo" taking third-place honors. NBC-TV's George Fenneman was voted television's Best

(Continued on page 12)

BUSINESS IS BOOMING!

Written on the WIND

TECHNICOLOR®



All-time house record first and second weeks Joy Theatre, New Orleans . . . Record openings Erie, Pa., Jacksonville, Miami. Topping "Glenn Miller" and "To Hell and Back" in Ft. Wayne, Denver, Topeka, Baton Rouge. Many others.

2nd week TOPPING first week in Philadelphia and Washington and doing more than 90% of first week in Pittsburgh, Boston, Providence. Tremendous business everywhere!

FOR SECURITY....



Complete Results of 'Fame' TV Poll

COMPLETE results of the voting by newspaper and magazine television editors, critics and columnists in TELEVISION TODAY and MOTION PICTURE DAILY's eighth annual poll for *Fame Magazine* to determine the best programs and performers of the past year are published herewith. Sponsors, agencies, networks and telecast time (E.S.T.) are given for first place winners; network for others.

BEST NETWORK PROGRAM ("Champion of Champions")

1. PLAYHOUSE 90 (CBS-TV, Thursdays, 9:30-10:30 P.M., multiple sponsors & agencies.)
2. OMNIBUS (ABC-TV).
3. ED SULLIVAN SHOW (CBS-TV).

BEST TELEVISION PERFORMER ("Champion of Champions")

1. STEVE ALLEN (NBC-TV, Sundays, 8:00-9:00 P.M., multiple sponsors & agencies.)
2. PHIL SILVERS (CBS-TV).
3. PERRY COMO (NBC-TV).

MOST PROMISING NEW MALE STAR OF TOMORROW

1. BUDDY HACKETT (NBC-TV, Mondays, 8:30-9:00 P.M., alternating sponsors, American Tobacco-BBD & O, The Toni Co.—North Advertising).
2. PAUL NEWMAN (All Networks).
3. SAL MINEO (All Networks).

MOST PROMISING NEW FEMALE STAR OF TOMORROW

1. ERIN O'BRIEN (All Networks).
2. JANET BLAIR (NBC-TV).
3. NATALIE WOOD (All Networks).

SHOW MAKING MOST EFFECTIVE USE OF COLOR

1. PRODUCER'S SHOWCASE (NBC-TV, every fourth Monday).
2. MATINEE THEATRE (NBC-TV).
3. NBC SPECTACULARS (NBC-TV).

BEST COMEDIAN

1. PHIL SILVERS (CBS-TV, You'll Never Get Rich, Tuesdays, 8:00-8:30 P.M., Amana Refrigeration-Mauzy, Lee & Marshall, R. J. Reynolds Tobacco Co.—William Esty).
2. JACKIE GLEASON (CBS-TV).
3. SID CAESAR (NBC-TV).

BEST COMEDIENNE

1. LUCILLE BALL (CBS-TV, I Love Lucy, Mondays, 9:00-9:30 P.M., General Foods-Young & Rubicam, Procter & Gamble-Grey Adver.).
2. NANETTE FABRY (All Networks).
3. GRACIE ALLEN (CBS-TV).

BEST COMEDY TEAM

1. LUCILLE BALL & DESI ARNAZ (CBS-TV, I Love Lucy, Mondays, 9:00-9:30 P.M.).

CBS-TV Takes 16 of 30 Firsts, NBC-TV, Nine, ABC-TV, Three, in 8th Annual 'Fame' Poll

The Columbia Broadcasting System's television programs and performers captured 16 out of 30 first places in the annual TELEVISION TODAY and MOTION PICTURE DAILY television poll for FAME MAGAZINE in 1956 with the National Broadcasting Co., winning nine and the American Broadcasting Co., three blue ribbon honors.

The box score in the runner-up positions gave NBC-TV 15 second places and 14 third places with CBS-TV winning nine second place positions and 10 third place honors. ABC-TV took four second places and two third places.

NBC-TV swept three complete categories—Shows Making the Most Effective Use of Color, Best Popular Musical Shows, and Best Daytime Programs. CBS-TV swept two complete categories—Best Comedy Teams and Best Dramatic Programs. CBS's publicity service was voted best by the critics and columnists but that citation is not counted among the program and performer firsts.

2. GEORGE BURNS & GRACIE ALLEN (CBS-TV).
3. JACKIE GLEASON & ART CARNEY (CBS-TV).

BEST COMEDY SHOW

1. PHIL SILVERS (CBS-TV, You'll Never Get Rich, Tuesdays 8:00-8:30 P.M.).
2. SID CAESAR'S HOUR (NBC-TV).
3. I LOVE LUCY (CBS-TV).

BEST VARIETY PROGRAM

1. THE ED SULLIVAN SHOW (CBS-TV, Sundays, 8:00-9:00 P.M., Lincoln-Mercury, Kenyon & Eckhardt).
2. STEVE ALLEN SHOW (NBC-TV).
3. PERRY COMO (NBC-TV).

BEST PANEL DISCUSSION PROGRAM

1. MEET THE PRESS (NBC-TV, Sundays 6:00-6:30 P.M., Pan American-Johns Manville Corp., J. Walter Thompson).
2. PRESS CONFERENCE (ABC-TV).
3. FACE THE NATION (CBS-TV).

MOST UNIQUE, NEW PROGRAM

1. PLAYHOUSE 90 (CBS-TV).
2. HIRAM HOLIDAY (NBC-TV).
3. NOAH'S ARK (NBC-TV).

BEST DRAMATIC PROGRAM

1. PLAYHOUSE 90 (CBS-TV).
2. CLIMAX (CBS-TV).
3. STUDIO ONE (CBS-TV).

BEST MYSTERY PROGRAM

1. ALFRED HITCHCOCK PRESENTS (CBS-TV, Sundays, 9:30-10:00 P.M., Bristol Myers, Young & Rubicam).
2. DRAGNET (NBC-TV).
3. LINEUP (CBS-TV).

BEST VOCALIST (MALE)

1. PERRY COMO (NBC-TV, Saturdays, 8:00-9:00 P.M., multiple sponsors & agencies).
2. EDDIE FISHER (NBC-TV).
3. FRANK SINATRA and PAT BOONE (All Networks).

BEST VOCALIST (FEMALE)

1. DINAH SHORE (NBC-TV, Thursdays, 7:30-7:45 P.M., Chevrolet Motor Div., General Motors Corp., Campbell-Ewald Co. Also, hour-long show once monthly).
2. ROSEMARY CLOONEY (All Nets).
3. GISELLE MACKENZIE (NBC-TV).

BEST MUSICAL SHOW (CLASSICAL)

1. VOICE OF FIRESTONE (ABC-TV, Mondays, 8:30-9:00 P.M., Firestone Tire & Rubber Co., Sweeney & James Co.).
2. NBC OPERA (NBC-TV).

BEST MUSICAL SHOW (POPULAR)

1. TENNESSEE ERNIE FORD (NBC-TV, Thursdays, 9:30-10:00 P.M., Ford Motor Co., J. Walter Thompson).
2. PERRY COMO SHOW (NBC-TV).
3. YOUR HIT PARADE (NBC-TV).

BEST COUNTRY MUSIC SHOW

1. OZARK JUBILEE (ABC-TV, Saturdays, 8:30-9:00 P.M., American Home Products, Biow, Beirne-Toigo, Inc.).
2. GRAND OLE OPRY (ABC-TV).
3. TENNESSEE ERNIE FORD (NBC-TV).

BEST COMEDY FILM SERIES

1. YOU'LL NEVER GET RICH (CBS-TV, Tuesdays, 8:00-8:30 P.M.).
2. I LOVE LUCY (CBS-TV).
3. HIRAM HOLIDAY (NBC-TV).

BEST DRAMATIC FILM SERIES

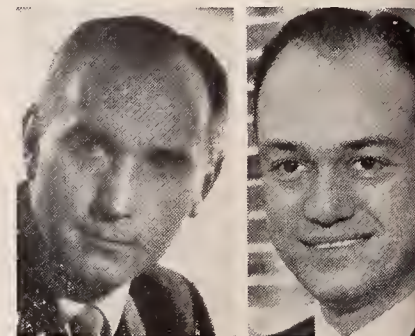
1. LORETTA YOUNG SHOW (NBC-TV, Sundays, 10:00-10:30 P.M., Procter & Gamble, Young & Rubicam).
2. GENERAL ELECTRIC THEATRE (CBS-TV).
- JANE WYMAN SHOW (NBC-TV).
- 20TH CENTURY-FOX HOUR (CBS-TV).

BEST MYSTERY - ADVENTURE FILM SERIES

1. ALFRED HITCHCOCK PRESENTS (CBS-TV).

Vote CBS and Y&R Press Services Best

Television editors, critics and columnists voting in the eighth annual TELEVISION TODAY and MOTION PICTURE DAILY's poll for *Fame Magazine* took cognizance of the invaluable services rendered by those men and departments devoted to the pro-



Harry Rauch C. Oppenheim

tion of their wares, who at the same time perform a worthwhile function in imparting information.

The Columbia Broadcasting System's publicity service, headed by Charles Oppenheim, director in charge of television publicity public affairs, was voted the best in 1956, closely followed by National Broadcasting Co., and American Broadcasting Co.

Young and Rubicam's Bureau of Industrial Service, headed by vice president Harry Rauch, was designated as the best individual publicity service of the year, with Walter Thompson and Batten, Ton, Durstine and Osborn, close behind.

2. DRAGNET (NBC-TV).
3. LINEUP (CBS-TV).
- MAN CALLED X (Ziv TV).

BEST QUIZ SHOW (AUDIENCE PARTICIPATION)

1. THE \$64,000 QUESTION (CBS-TV, Tuesdays, 10:00-10:30 P.M., American Home Products, Craig & Kummen).
2. YOU BET YOUR LIFE (NBC-TV).
3. PEOPLE ARE FUNNY (NBC-TV).

BEST QUIZ SHOW (PANEL)

1. WHAT'S MY LINE (CBS-TV, Thursdays, 10:30-11:00 P.M., Montanier-Remington Rand, Procter & Gamble, Young & Rubicam).
2. I'VE GOT A SECRET (CBS-TV).
3. MASQUERADE PARTY (ABC-TV).

BEST MASTER OF CEREMONIES

1. GARRY MOORE (CBS-TV, multiple shows, sponsors & agencies).
2. STEVE ALLEN (NBC-TV).
3. HAL MARCH (CBS-TV).

BEST ANNOUNCER

1. GEORGE FENNEMAN (Multiple shows, NBC-TV).

(Continued on page 12)

BUsINESS IS BOOMING!

Rock, PRETTY BABY!



Premiered in Detroit to top opening, smash week. Setting all-time U-I house records at Gladmer Theatre, Lansing; Palace, Flint; Omaha, Omaha; Bijou, Battle Creek. Smash openings also in Nashville, Memphis, Harrisburg, Albuquerque, Ft. Wayne, Pontiac. Exciting business everywhere!

FOR SECURITY....



Motion Picture Daily Feature Reviews

Mister Cory

U-I—CinemaScope

HOLLYWOOD, JAN. 10

TONY CURTIS steps into a new and strange territory in his stellar portrayal here of a reverse-English type Horatio Alger who comes to a pretty good end by all the wrong ways of getting there. In general outline, with important deviations from precedent, the story is remindful of the old-time gangster films in which the young man born on the wrong side of the tracks bullies his way, by bootlegging and allied practices, into the circles of the idle rich, finding out unpleasant things about them and winding up, usually, dead in a gutter with a head full of police lead.

A major difference in the present script is the indication that the young man is labelled an honest gambler, although not too much so to operate a fancy Chicago gambling house illegally. And he doesn't wind up dead in a gutter, but alive on a Florida-bound plane destined to bring him back to marry Kathryn Grant. These and similar changes from the once infallible gangster formula detract damagingly from the probability of the production, and may do the same from its economic potential.

The picture is a production by Robert Arthur, in CinemaScope and Eastman color, of a screenplay by Blake Edwards, who also directed, based on a story by Leo Rosten. It opens with Curtis walking away from the Chicago slum neighborhood of his birth with his ambition centered on quick wealth at any reasonably safe price. A fast hand with a deck of cards, a pool cue, or a golf stick, he takes a bus-boy job at a swank resort and out-gambles his pals for enough walk-around money to make a play for rich Martha Hyer through her sister, Miss Grant.

Presently he gets out-gambled in turn by Charles Bickford, an old pro, and a little later they team up and take charge of a stylish resort in Chicago, Miss Hyer's home town, for Russ Morgan, a power in Chicago's political underground. Along about here the script changes into low gear, turning the avaricious Curtis into a gentlemanly fellow who demands of Miss Hyer, who's already spending what she calls the happiest hours of her life in his apartment, that she also marry him, discarding her aristocratic fiance to do so. When she says no, not that, but can't they still go on having fun together, he sprouts an abrupt scruple against deception. And in no time at all the story dissolves into an unsuccessful shooting attempt by the fiance which, complicated by a raid set off by the fiance's father, leaves Curtis and Bickford broke but determined to start life anew, possibly on the right side of the road.

In addition to the above named, the picture has William Reynolds, Henry Daniell, Willis Bouchee, Louise Lorimer, Joan Banks, Harry Landers, Glen Kramer and Dick Crockett in an accomplished and hard-working cast that rated a far more credible script to work with.

Running time, 93 minutes. Adult classification. For release in March.

WILLIAM R. WEAVER

Drango

United Artists—Earlmar

JEFF CHANDLER HAS one of the best roles of his career in this admirable drama, carefully produced, written and partially directed by Hall Bartlett for Earlmar Productions. Jules Bricken shares directorial credit. The film is a conscientious, well-conceived recounting of the havoc wrought by the devastation of the South in the Civil War, and the relations of the inhabitants of a small Georgia town with the union major (Chandler) sent to help them reconstruct after the guns have ceased.

Taut action values are skillfully interwoven with strong human interest and a high emotional quotient. The stamp of an individual personality (obviously Bartlett's) is on this well-tooled film, and the interest is sustained throughout for first-rate results. An unusually fine cast of players, all backing Chandler's sincere performance to the hilt, includes Joanne Dru, Julie London, John Lupton, Donald Crisp, and Ronald Howard, son of the late Leslie Howard.

Chandler depicts with feeling and strengthful humanity the complicated emotions of a Union officer who because of duty once was forced to pillage, burn and slay in the same locality where he is now required to maintain law and order and help the people rebuild. Ridden by con-

science, though aware he only did his soldier's duty, Chandler wins the respect, then the liking, and finally the love and devotion of his former enemies. In a series of richly moving dramatic vignettes Chandler is shown instilling peaceful, constructive thoughts in a people who have lived for months and years with hate and revenge.

And when the hostile judge, Donald Crisp, the humanitarian doctor, Walter Sande, and the children whom he rescues from hunger and homelessness turn to his side, all unreconstructed rebel Howard's machinations come to nothing. Eventually the latter dies at the hands of his father, Crisp, who recognizes him as a power-mad monster.

What this truly worthy picture has to say about the horrors of war and the necessity of people living in brotherly peace with one another, a peace that, if carefully cultivated like the delicate root it is, leads inevitably to love and understanding among peoples, is worth watching and hearing. This film is especially recommended for the young. Its finely wrought story and often poignant situations offer a sugar-coated moral lesson, and the worthy effort of Messrs. Chandler, Bartlett and Company deserves maximum exploitation and sympathetic, attentive audiences everywhere.

Running time, 92 minutes. General classification. For January release.

LAWRENCE J. QUINN

The Night Runner

UNIVERSAL is giving its stable of up-and-coming young players some challenging assignments these days, and the latest to prove his salt in a highly demanding role is Ray Danton, who runs the gamut here from tender romantic interludes to all-out lunacy. He performs his chores very well, too, as an emotionally tormented young man released from an overcrowded state mental hospital by a reluctant psychiatrist before he is completely cured.

An intelligent and agreeable fellow when not under stress, Danton it seems, turns criminal lunatic when the pressure gets too great. A draftsman by profession, he is nervous about job interviews after nearly two years of illness, and flees to a lonely California beach area where he rests at a motel run by Willis Bouchee and his attractive daughter, Colleen Miller. When the girl's suspicious father intercepts a letter from Danton from a hospital psychiatrist and attempts to interfere with his budding romance with Miss Miller, Danton goes berserk, kills him and makes it look like robbery.

Miss Miller, however, is too inquisitive and analytical-minded a young lady for her own good and almost pays with her life before Danton summons the vestiges of his sanity and control and gives himself up to the police.

A morbid and brooding drama, set against fine California coastal scenery, the film would seem to warrant the attention of adult rather than younger audiences. Danton is first-rate in his portrayal, conveying sharply the contrasting amiability and malevolence of a schizoid personality-type. It is his best picture to date and should accelerate his career. Miss Miller is pretty and sincere as the object of his affection and later, of his murderous inclinations, and Willis Bouchee, Harry Jackson, Merry Anders and others lend able support.

Abner Biberman has done splendidly by his directorial assignment and has kept the doings almost excruciatingly taut and attention-holding from beginning to end. Albert J. Cohen produced.

Running time, 79 minutes. Adult classification. For January release.

L. J.

Ripps Is Installed

LOS ANGELES, Jan. 10—Charles M. Reagan, vice-president and general sales manager for M-G-M, has installed Herman Ripps as western sales manager succeeding George A. Hickey who retired. Ripps formerly was assistant eastern sales manager and arrived here with Reagan. Reagan plans to head east the latter part of the week.

Kodak Donates Film

The Eastman Kodak Co. donated the film used in the special trailer for the International Rescue Committee, narrated by Marlon Brando and distributed by Paramount, Universal, MGM and 20th Century-Fox through their newsreel organizations. Eastman Kodak reimbursed the companies for the 206,000 feet of film footage employed.

BUsINESS IS BOOMING!

THE GREAT MAN



First week at Sutton Theatre, New York outgrossed any film ever to play this house with exception of "Moby Dick" which played at advanced prices. Top N.Y. reviews: "Absorbing exposé" —Times; "4-Stars"—News; "Excellent"—Post; "Super film fare"—Mirror. Long and profitable run assured.

FOR SECURITy....



National

Pre-Selling

"THE Bitter Dispute Over 'Baby Doll'" is the title of a pictorial and text story on the current Elia Kazan production that appears in the January 7 issue of "Life."

Two double-page spreads are used for melodramatic and comic scenes enacted by the three central characters of "Baby Doll." On other pages there are photos of eight people who saw the film in New York and their reaction to the Warner release. Also a report of the reactions of a theatre owner in New England and finally Kazan's analysis of the story and characters depicted in the film.

An advertising campaign directed to young married couples has been scheduled by Columbia for "Full of Life," starring Judy Holliday.

Ads will appear in the first February issues of "Life" and "Look" and the February issues of "McCall's," "Parents," "American Baby," "Baby Post," "Baby Talk" and the spring number of "Bride's Magazine."

A striking color ad on U.I.'s "Battle Hymn" appears in the January issue of "McCall's."

Florence Somers of "Redbook" selected two films as "Pictures of the Month" for January. They are: "Anastasia" and "The Ten Commandments."

Top theatre owners will receive copies of the January issue of "Reader's Digest," along with a letter from that publication's management, calling attention in the issue to an attractive ad on U.I.'s "Battle Hymn."

"Raintree County" will receive considerable assistance in the February 17 issue of "Family Weekly." Eva Marie Saint, the star of this M-G-M film, will appear on the color cover. In addition, a personality story of Eva written during the filming will appear in the same issue.

A photo of Cecil DeMille taken on a set of "The Ten Commandments," is featured in a "Western Union" ad appearing in the January 5 issue of "The Saturday Evening Post." "The Ten Commandments" is prominently mentioned in the text portion of the ad.

The February number of "Esquire" has a feature headlined simply "Kim," a graceful tribute to Kim Novak, the star of "The Jeanne Eagels Story." A testimonial to the phenomenal rise of the Columbia star, the article, by Robert Marks, is illustrated with three full-page photos of the actress, two of them in color.

WALTER HAAS

S-W Gross at All-Time High '56 TV Poll

(Continued from page 1)

Warner Corp., at the company's annual meeting here.

The gross income of the corporation for the quarter ending Nov. 24, 1956, was reported as \$27,169,000, compared with \$23,926,500 for the same quarter in 1955. The net profit amounted to \$2,015,300 before deducting provisions for federal and foreign income taxes as against \$1,935,500 in the prior year, Fabian told stockholders.

Net Profit Shows Increase

Net profit after all charges for the thirteen weeks was \$969,000 as compared to a net income of \$810,000 for the same quarter last year, he said. The first quarter profit is the equivalent of \$.45 per share of common stock, an increase of eight cents over earnings for the same quarter in 1955, when earnings were \$.37 per share.

The rise in theatre receipts was "encouraging but not conclusive as to the trend of future grosses," Fabian declared. "I am impressed, however, with the box office potential of forthcoming releases," he said, and added:

"We have expanded our activities by taking over Cinerama, which includes production, distribution and exhibition of Cinerama pictures. The original four Cinerama theatres have been expanded into a circuit of 28 houses in this country and abroad.

Plans More Cinerama Houses

"The plan for further production of Cinerama pictures and exhibition, principally through the opening of additional theatres outside the United States, will shortly be undertaken."

Fabian also reviewed the purchase of the International Latex Corp., say-

ing that this corporation is 100 per cent controlled by Stanley Warner, thus enabling a motion picture firm to enter business outside its home field.

The tax relief which eliminated federal admission price levies on tickets of 90 cents and under has been beneficial to Stanley Warner theatre operations, he said, providing increased revenue without a corresponding increase in admission prices.

Opposes Local Taxes

"We are not only pressing for the elimination of the remaining federal excise taxes, but also aggressively working for the elimination of local admission taxes," he said.

In other business, the stockholders approved an employment agreement between Stanley Warner Corp. and Fabian Enterprises under which the latter firm permitted the full time services of Fabian and Samuel Rosen to be furnished to Stanley Warner. Rosen is executive vice-president of Stanley Warner Corp. and secretary-treasurer of Fabian Enterprises.

Calls Theatres 'Key Asset'

In summing up the business report, Fabian said that, important as the program of diversification into fields not concerning motion pictures has been, the theatre division continues to be "the key asset of our business."

In conclusion, he told stockholders: "During these four years we have laid a solid foundation on which to build a sound and increasingly profitable future. Further progress will be made through the development of our present divisions and the addition of other diversified lines as opportunities arise."

Para. Studio Meetings

(Continued from page 1)

George Weltner, president of Paramount Film Distributing Corp.; Jerry Pickman, vice-president in charge of advertising - publicity - exploitation; Hugh Owen, Paramount Film Distributing vice-president, and Sidney Deneau, Western sales manager.

Marketing and merchandising of pictures to be released during the next six or eight months occupied discussions at today's sessions here attended by Eastern U.S. division and branch managers and field merchandising representatives. The second and final part of the sales and merchandising meeting, to be attended by managers and field men of the Western half of the U.S., will be held for three days at the Chase Hotel, St. Louis, beginning Wednesday.

atres, New Orleans; Elmer C. Rhoden, Jr., Commonwealth Amusements Corp., Kansas City; Donald Schine, Schine Theatres, Albany; Maurice Saffie, Saffie's Theatre Service, Seattle; Robert W. Selig, Fox Intermountain, Denver; Charles A. Smakwitz, Stanley-Warner, Newark; Bert M. Stern, Cooperative Theatre Service, Pittsburgh, and Norman Thalhimier, Neighborhood Theatres, Richmond.

(Continued from page 6)

Announcer of 1956 by the critics while Garry Moore won the Best Master of Ceremonies laurels hands down the poll showed.

George Fenneman has the happy distinction of having been Number One in the Best Announcer category for five years, four of them consecutively. Jack Lescoulie is second in 1956.

It is interesting to note that Bert Lundigan, voted Number Three in the Best Announcer classification was an "announcer" on radio work back in 1937, and now is back in big way in television. He says he feels his work for Chrysler on the "Climax" show is more that of "host" than announcer, and he may have something there.

Five Others Cited

Winners in other program categories, not previously mentioned here, were tops in their classification in the previous polls also. Among such: Douglas Edwards, Best News Commentator; Mel Allen, Best Sportscaster; Loretta Young Show, Best Dramatic Film; "Ozark Jubilee," Best Country Music Show, and Alfred Hitchcock Presents, the Best Mystery Adventure Film Series, and from the audience's viewpoint, the Bert and Harry commercials for Piel's Beer were best in the eighth annual election television's bests.

Poll Winners Listed

(Continued from page 8)

2. JACK LESCOULIE (NBC-TV and CBS-TV).
3. BILL LUNDIGAN (CBS-TV).

BEST NEWS COMMENTATOR

1. DOUGLAS EDWARDS (CBS - TV three times weekly, multiple sponsors, agencies).
2. EDWARD R. MURROW (CBS-TV)
3. JOHN CAMERON SWAYZE (NBC-TV).

BEST SPORTSCASTER

1. MEL ALLEN (All Networks).
2. DIZZY DEAN (All Networks).
3. RED BARBER (NBC-TV).

BEST DAYTIME PROGRAM

1. MATINEE THEATRE (NBC-TV) daily, multiple sponsors, agencies.
2. HOME (NBC-TV).
3. TODAY (NBC-TV).

BEST CHILDREN'S PROGRAM

1. DISNEYLAND (ABC-TV, Wednesday, 7:30-8:30 P.M., multiple sponsors, agencies).
2. MICKEY MOUSE (ABC-TV).
3. CAPT. KANGAROO (CBS-TV).

BEST COMMERCIAL

1. PIEL'S (Bert & Harry).
2. JELLO.
3. RHEINGOLD.



MOTION PICTURE DAILY

Concise
and
to the
Point



81, NO. 9

NEW YORK, U.S.A., MONDAY, JANUARY 14, 1957

TEN CENTS

1948 Library

Paramount Making Legal Survey for TV Sales

Production Contracts Studied for Rights

Paramount Pictures is conducting "legal analysis" of its pre-1948 film library in respect to the sale or lease of these features to television, according to a company executive. The legal survey, which has been going on for "three to four months," is to see whether Paramount holds TV rights to the product. The production contracts under which each film was made are being studied. The film library is said to total about 850 features.

Paramount is one of two major production-distributors who have not sold their film libraries or a portion thereof. (Continued on page 2)

Paramount, Selznick Sign 'Unique' Film Deal

Twentieth Century-Fox and the Selznick Co., Inc., jointly announced the weekend completion of a deal under which the latter will do all the production work, and the post-production work as well, on one picture annually for two years. The deal is said to be unique in that it is the first time that two companies have collaborated with a clear division between preparatory work and editing and physical production. The format of the agreement was (Continued on page 2)

Paramount Puts Tomlinson's New Share 180,000

From THE DAILY BUREAU
WASHINGTON, Jan. 13. — The Securities and Exchange Commission reported last week that Joseph Tomlinson, Florida industrialist, who has a declaration to conduct a proxy fight at Loew's, Inc., has direct, indirect or beneficial control of 180,000 shares of stock in the company. Tomlinson reported at a press conference (Continued on page 4)

S. C. Bill Would Require 'Counters' To Show License

Special to THE DAILY

COLUMBIA, S. C., Jan. 13—South Carolina theatre owners want to know "when heads are being counted."

A bill introduced last week in the House of Representatives provides that "no investigator shall undertake to determine attendance at motion pictures without first displaying his license or credentials."

Representatives J. B. Harvey, of York County, and Walter B. Brown, of Fairfield, both theatre owners, are co-sponsors of the bill.

Say Stockholders Seek Places on N.T. Board

A group of National Theatres stockholders is seeking Wall Street support for a projected move to elect new members to the company's board of directors, according to reports circulating in the financial district on Friday.

Among those said to be spearheading the action are David Greene, active several years ago in an RKO proxy solicitation, and brokers Reuben Resnik and Bernard Aronson. They are said to have claimed ownership or control of sufficient stock to elect two members of the board at the annual meeting, usually held in the spring. Wall Street reports were that they have been soliciting other support. (Continued on page 4)

Krolick Sees Continued Flow of Outstanding 'Big Pictures' Coming from Studios in '57

Special to THE DAILY

ROCHESTER, N. Y., Jan. 13—"The year 1957 looms as a year of big pictures," says Arthur Krolick, district manager, Paramount Theatres, operating the Paramount, Center, Seneca and Niagara theatres in Buffalo and the Paramount and Regent in Rochester.

"We are looking forward to a continuance of outstanding productions. We have been assured by the leading Hollywood studios that we will be able to present during the coming weeks and months, more great pictures like 'Giant', 'Moby Dick', 'The King and I', and 'The Bad Seed', all of which have recently had notable engagements in our theatres.

"There are 100,000,000 persons in the United States who want to go to a movie every week of the year—and that's the great hope of the motion picture business, which has decided to provide the big type of screen entertainment the public wants to see.

"Today the studios in Hollywood realize that pictures have to be better to compete successfully for the public's time. And we have installed the latest equipment to keep pace with the producers in striving for new techniques to improve the presentation of these pictures."

Broidy Outlines Plans

AA To Make, Release 36 Pictures in 1957

Reports Co.'s 1956 Gross at \$16 Million; May Invest \$20 Million in '57 Production

By LESTER DINOFF

(Picture on Page 4)

Allied Artists Pictures will produce between 36 and 40 pictures and release 36 films during 1957, president Steve Broidy said here at the weekend. The company's gross in 1956 will be between 15 and 16 million of which \$3,000,000 will have come from the foreign market, he also disclosed.

12 of 13 Loew's Board Members Reported Set

Louis Johnson, former Secretary of Defense, may be the twelfth nominee to the company's new slate of directors which the Loew's, Inc., board is expected to complete at a meeting today.

Johnson is described as having the approval of both management and the stockholders groups being consulted on the makeup of the new slate which will be submitted to the annual meeting Feb. 28. Presumably, this will leave only one director to be agreed upon at today's meeting in order to (Continued on page 4)

Speaking at a trade press conference, Broidy said the estimated 1956 gross would be even higher this year due to product. The company's worldwide gross for 1955 was \$12,000,000. The Interstate Television subsidiary grossed \$3,000,000 last year and its production and distribution expansion in 1957 should enable it also to better its position, according to the Allied Artists president.

Broidy declared the company's production investment could be between \$15 to \$20 million in 1957 "if we maintain the pace of last year. Our operation is a highly flexible one based on world market conditions."

"Exhibitors also have a certain responsibility toward our production by providing our product with playing time," Broidy asserted. "Allied (Continued on page 4)

Sees Title as Difference Between Profit and Loss

A good title can mean the difference between profit and loss on a small picture, in the opinion of Steve Broidy, president of Allied Artists.

The point came up in a discussion of the problem of selecting a title for "Friendly Persuasion." Broidy said (Continued on page 4)

Television Today

Page
5

PERSONAL MENTION

PAUL N. LAZARUS, Jr., Columbia Pictures vice-president, will return to New York today from Hollywood.

WILLIAM M. LEVY, assistant managing director in England for Columbia Pictures International, returned to London from New York on Saturday via B.O.A.C.

AL FITTER, United Artists Western division manager, has arrived in Los Angeles from New York.

ALBERT E. SINDLINGER, president of Sindlinger & Co., business analysts, has arrived in Hollywood from his Ridley Park, Pa., headquarters.

JESSE CHINICH, Buena Vista Western division manager, will leave New York today for Los Angeles, San Francisco and Denver.

BUDDY ADLER, 20th Century-Fox executive producer, will arrive in New York at the weekend from Hollywood.

MARGARET ETTINGER, president of the Ettinger Co., arrived in New York over the weekend from Hollywood.

MARTIN FRIEDMAN, Artists-Producers Associates special sales representative, is in Detroit today from New York.

GENE LEES, amusement editor of the "Louisville Times," arrived here on Friday from Kentucky.

MORT MEYERSON, Buena Vista art director, and **MRS. MEYERSON**, left New York yesterday for a West Indies vacation.

Lewis in Atlanta for U.A. Meeting Tuesday

Roger H. Lewis, United Artists national director of advertising, publicity and exploitation, will hold promotional conferences in Atlanta and New Orleans this week with exhibitors, branch personnel and press representatives.

The meetings will be launched in Atlanta tomorrow. They are part of a series of regional conclaves designed to give local implementation to United Artists' promotion program for 1957.

The agenda covers every phase of the advertising, publicity and exploitation operations, with special stress on intensified cooperation with theatremen. Initial meetings in the series were held in Toronto and Detroit.

Para. Survey

(Continued from page 1)

to television. Universal Pictures is the other company.

The film executive took cognizance of a report that Paramount has been offered \$50,000,000 for the entire library. The offer, it was reported, was made to Paramount by Louis A. Chesler and Eliot Hyman of Associated Artists Productions, which purchased the Warner Brothers film library last summer.

The Paramount executive said that the AAP bid "if made, was a quiet one." However, an official at AAP said at the weekend that the \$50,000,000 bid was made early last week.

Fox-Selznick

(Continued from page 1)

the concept of Spyros P. Skouras, president of 20th-Fox, and worked out by him with David O. Selznick.

Both pictures will star Jennifer Jones, with the first to be "Tender Is the Night," based on the novel by Scott Fitzgerald.

Detroit Theatres Win Battle, Start Another

Special to THE DAILY

DETROIT, Jan. 13 — Theatre exhibitors here have won an important battle with city legislators here and are girding for another vital conflict that is now imminent.

The victory was in the quashing of a new bill brought before the lawmakers to establish daylight saving time in Detroit. David Newman, attorney for Allied Theatres of Michigan, Inc., was successful in enjoining a referendum on daylight saving time by filing briefs which he reported convinced the corporation counsel, the city attorney and the Common Council that such an ordinance could not be legally passed.

The campaign was financed by drive-in theatres, who would have been most affected by the ordinance.

Impending now is a fight to set aside a newly enacted local tax calling for payment of \$7.50 per ton of air conditioning equipment in theatres. Allied plans to question the legality of a tax singling out motion picture theatres. The organization has asked exhibitors to contribute to a special account to finance the move.

'Giant' Big Abroad

"Giant," George Stevens' production for Warner Bros., is registering one of the company's biggest box office successes in its first foreign engagements, the distributor announced. In six theatres in four key Japanese cities, the picture drew more in its second week than the first, they said.

New Appointments in UA Foreign Division

A series of merit promotions and key appointments involving United Artists' operations in the Far East, Latin America and Europe were announced at the weekend by Arnold M. Picker, vice-president in charge of foreign distribution.

John W. Neal, formerly manager in Thailand, has been promoted to special representative for India, Burma, Pakistan, Ceylon and Afghanistan, with headquarters in Bombay. He replaces Terry Lindner, resigned.

Walter Boxer, who joined UA's foreign department in 1955 as a "trainee" and has been serving in the Sydney and Bangkok offices, has been appointed manager in Thailand. Douglass Ornstein, formerly manager in Argentina, has been named manager in Puerto Rico, succeeding Samuel Jones, who has been given a special assignment in the Far East.

Buenos Aires Head Promoted

Carlos Ghioldi, sales manager in Buenos Aires, has been promoted to acting manager in Argentina. Tony Forrester, formerly manager of the company's branch in Belfast, has been appointed manager in Trinidad, replacing Mort Raven, resigned.

Gunnar Welander, formerly joint manager in Sweden, has been named sole manager for the territory.

In addition to these executive appointments, Picker announced that Alexandre Cavina, special representative in Egypt, and Isidro Rosenfeld of the continental division staff, have resigned.

White To Handle WB TV-Radio Promotion

Sid White, who has handled television placements for Warner Bros. as a member of the Blaine-Thompson Co. for the past six years, today will join the Warner Bros. home office publicity department in charge of all TV-radio activities. This was announced at the weekend by Meyer M. Hutner, national publicity manager.

In addition to utilizing these mediums for the promotion of Warner Bros. pictures and players, White's duties will include the publicizing of the company's overall television production program and other related activities.

To Reopen Theatre

CHICAGO, Jan. 13.—The Garrick Theatre will reopen around the middle of April as a first-run outlet under Balaban & Katz management. The theatre has been dark for the past few years, except when it was used as a television studio. Refurbishing is scheduled to start immediately.

Meet Tonite on Business Drive

A co-ordinating sub-committee of exhibitors and members of the Advertising-Publicity Directors committee of the Motion Picture Association of America will meet at 6:30 P.M. tonight at the Sheraton-Astor Hotel here to begin the integration of three proposed business building campaigns into one program.

Representatives of MPAA, Council of Motion Picture Organizations, Theatre Owners of America, Metropolitan Motion Picture Association, Independent Theatre Owners of America and Allied States Association of Motion Picture Exhibitors will study plans put forth independently by MPAA, COMPO-TOA and West Coast publicity heads, the "Golden Jubilee" counter-proposal to the MPAA plan.

Unified Program Sought

At a full-scale meeting of MPAA and exhibitor organizations last Monday, this subcommittee was organized and instructed to present a single unified promotional program "in two weeks." Representing MPAA at tonight's meeting will be Alfred Tamarin, Si Seadler, Charles Cohen, Jeff Livingston, Rodney Bush and Taylor Mills.

Roger Lewis, chairman of the MPAA advertising-publicity directors committee, said that a "Hollywood Hall of Fame" promotion idea being put into operation by a Detroit theatre chain has caught the interest of planners and will be presented at the Monday night meeting for incorporation into the overall "Golden Jubilee" program.

The "Hall of Fame" idea was reported in last Friday's MOTION PICTURE DAILY. Lewis said that the concept would fit in well with a 50th anniversary "Golden Jubilee" program for the industry.

Reports 600 Theatres in Favor

Tamarin, who has been conducting preparations for the Academy Awards Sweepstakes, reported that "some 600 theatres" so far had contacted MPAA to announce their readiness to participate in the Sweepstakes campaign.

Some of the theatre groups which have expressed their willingness are Commonwealth Amusement Corp., Butterfield Theatres, Balaban & Katz Corp., Great States Amusement Co., American Theatres Corp., Interstate Circuit & Texas Consolidated Theatres, S. & S. Amusement Co. and Woods Theatre Corp., and the Motion Picture Industry Council of Canada. Fox West Coast Theatres Corp. and Loew's Theatres, Inc., also expressed an interest in the forthcoming project, Tamarin said.

THIS IS ANTHONY PERKINS

Explosive New Star in Paramount's
Explosive New Attraction...

The teenagers have a new idol
—the adults have a new favorite
—the critics have a new rave-
star whose name in important
polls is leading all the rest:

ANTHONY PERKINS
WINS FILM DAILY'S
ANNUAL POLL AS
NUMBER 1 BOXOFFICE
FIND OF THE YEAR

ANTHONY PERKINS
WINS MODERN
SCREEN'S AWARD
AS TOP MALE
STAR OF
TOMORROW!

Paramount has Tony
Perkins' first full-
fledged starring vehicle
to be released in March.
The industry will have a
ticket-selling phenomenon
in this true-life
Saturday Evening Post
story of a twisted,
trapped kid who won
out when one girl
understood!

Paramount presents

FEAR STRIKES OUT



Starring
**ANTHONY
PERKINS**

**KARL
MALDEN**

Produced by ALAN PAKULA • Directed
by ROBERT MULLIGAN • Screenplay by
TED BERKMAN and RAPHAEL BLAU

\$4 Million for 'Persuasion' In U. S. Alone: Broidy

Allied Artists' "Friendly Persuasion" will gross \$4,000,000 or more in the United States alone, according to Steve Broidy, president of the company, who said that the picture is performing "better than any \$6,500,000 production."

Broidy said the film grossed only \$5,500 in its first run in Akron, but was a "blockbuster" in its subsequent run where it grossed an impressive \$7,700."



LOWDOWN AND UPBEAT in a now-it-can-be-told ("Friendly Persuasion") and what's-in-the-works interview Friday by Allied Artists' lively president, Steve Broidy. Arrayed around him are executives Ed Morey, Morey Goldstein, George D. Burrows and Norton Ritehey.

M. P. DAILY picture

NT Directors

(Continued from page 1)

port from brokers known to hold large blocks of N. T. stock.

Financial district sources appeared to discount the likelihood of a proxy contest materializing. Elmer C. Rhoden, president, and interests friendly to his management are said to command more than 1,000,000 shares. Objectives of the dissident group are not clearly defined but downtown sources believe liquidation of much of the company's realty is one of the aims.

Board Activity Grows

N.T. stock has increased in activity of late on the Big Board with some sources crediting it to buying by Rhoden and associates.

Allied Artists' Plans for '57

(Continued from page 1)

Artists can't afford the luxury of making insurance films. We must get our money out of the films we make and release."

Broidy said that at least half of the 1957 production schedule will be made by independent producers with AA having a certain interest in each film. "We have maintained an open door policy toward independent production, and we are now being approached more than ever by inde-

pendents," he said. At present AA has 20 films "in the can or in production."

The film executive was most enthusiastic about the success which "Friendly Persuasion" has been having around the country.

George Burrows told the group that AA renewed its \$2,500,000 revolving credit fund on Jan. 1 with two banks. He said these two finance organizations have a supplemental fund for AA totaling \$1,400,000 and that another supplemental fund which at its peak reaches \$2,600,000 is held by another bank. "We are not seeking additional financing now," Burrows said. Broidy said that last year AA was considering an additional stock issue, but the plan was dropped.

Also attending the conference were a number of Broidy's associates, who included, in addition to Burrows, Morey Goldstein, Edward Morey, Norton Richey, Lloyd Lind and Martin Davis.

Republic Board Okays Plastics Plant Purchase

The board of directors of Republic Pictures has approved a proposal for Consolidated Molded Products, Inc., a subsidiary, to acquire a new plastics plant in Binghamton, N. Y., it was announced. Consolidated Molded Products currently operates a plant in Scranton, Pa.

Sees Title as Difference

(Continued from page 1)

that in situations where business was bad, the title was considered a mistake. "But in situations where the film enjoyed good business, the title was judged to be all right," he said.

"Titles on pictures are very important. But who is to determine whether a title is good or bad? We have even used scientific approaches in selecting the proper title for a film, but everyone still has different opinions."

Broidy Calls Code Revision 'Important Step Forward'

The revision of the Production Code "is an important step forward in recognizing the changing times," according to Steve Broidy, president of Allied Artists Pictures. He added that the new Code "will benefit the public and industry alike."

Loew's Board

(Continued from page 1)

complete the full slate of 13 directors.

Candidates for the board agreed upon earlier are Joseph R. Vogel, president; George Killion, Frank Pace, Jr., J. L. Sullivan, K. T. Keller, George Brownell, William Parker, Joseph Tomlinson, Stanley Meyer, Ray Lawson and Fred Florence.

Agreement on the slate will eliminate any possibility of a proxy contest such as Tomlinson had stated he was prepared to inaugurate prior to the conferences on the new slate.

SEC-Tomlinson

(Continued from page 1)

ference held in attorney Benjamin Javits' office last month that he owned or controlled 250,000 shares.

The SEC report noted that Tomlinson's declaration of intent notes that Loew's, Inc., as of Dec. 25, 1956, has a debit balance of \$1,199,552.92. Tomlinson stated in his declaration that he plans to conduct the proxy fight "in order to protect his investment."

It was also disclosed in the SEC report that Tomlinson's interests are highly diversified as his activities embrace construction, transportation and hotel holding corporations.

Loew's Officers Paid \$1,708,844 In 1956

WASHINGTON, Jan. 13—The officers of Loew's Inc., as of December, 1956, were paid an annual remuneration of \$1,708,844 by the production-distribution company which also has set aside an estimated \$245,325 toward their retirement pension funds, according to a report by the Securities and Exchange Commission.

The SEC report said the remuneration was for the earnings of Howard Dietz, Arthur M. Loew, Edward Mannix, Benjamin Melniker, Charles Moskowitz, Charles Reagan, Dore Schary, and Nicholas M. Schenck.

The agency report also disclosed that Loew's Inc., under its employment contract with Reagan, has established an escrow fund in which a certain portion of his weekly compensation is deposited. The escrow fund totals now \$83,200 and it is to be paid to Reagan at the conclusion of his contract next July 20, 1957, over a 12-year period.

The details of the settlement of the contract between Loew's and Schary were also reported upon.

THE SEVENTH ANNUAL COMMUNION BREAKFAST

for Catholic people of the motion picture industry in the New York area will be held Sunday, February 3. Mass at nine o'clock at St. Patrick's Cathedral, with breakfast immediately following in the Grand Ballroom of the Hotel Waldorf-Astoria.

For information and tickets, communicate with the member of the Sponsoring Committee in your office, or Miss Marguerite Bourdette, Room 1107, 1501 Broadway. Tel.: BRyant 9-8700.

(Tickets \$3.75 each)

VIEW:

Top Secret Affair

Warner Bros.

RIGHT AS A new penny is "Top Secret Affair," a breezy, fast-paced comedy written by Roland Kibbee and Allan Scott and based on characters from John P. Marquand's novel, "Melville Goodwin, U.S.A." The film has a number of ingredients designed to appeal cross-country, not the least of which is the combined star power of Susan Hayward and Kirk Douglas, who play a hard-driving news magazine publisher and a young general who has just won an atomic commission post. Director C. Potter has kept things moving at a fast clip, the production values are high, the music by Martin Rackin are sound and tasteful, and the laughs are plentiful. Moreover, there is some highly literate dialogue, and a comic seasoning throughout that recalls the great days of the Frank Capras and Gregory a Cavas.

Miss Hayward returns from Europe in high dudgeon to learn that her magazine's candidate for the chairmanship of "The Joint Atomic International Commission" has been rejected in favor of Douglas, an energetic, martinet-like young general with an impressive combat record. Headstrong, imperious Miss Hayward determines to humble the general and lures him to a series of interviews at her palatial estate. But Douglas has a mind like a steel trap and what emerges on Miss Hayward's tape recordings is more to his credit than to his detriment.

Whereupon our Lorelei hits upon an ancient strategy, "cherchez la femme," starts inquiring into his love life, and adds another chapter to her starring herself. This features some romantic dalliance by swimming pools and high-jinks in night clubs (photographed by Miss Hayward's spies), all of which adds up to some spicy gravy designed to cook our boy's goose. Of course Miss Hayward falls in love with Douglas and he with her. Misunderstandings ensue; she comes out with a scathing, ridiculing attack on him in her magazine; there's a Senate investigation and a big to-do in general. But the ending finds the lovers united.

Paul Stewart and Jim Backus are mightily amusing as Miss Hayward's magazine stooge and Douglas' army sidekick, respectively. The rest of the cast is likewise in top form.

Sound exploitation and the word-of-mouth that this cracker-jack comedy of manners deserves ought to reap audiences who will leave the theatre feeling they have had a five-course entertainment meal. The love scenes and some of the dialogue and situations are on the warm side, for an adult classification seems in order.

Running time, 100 minutes. Adult classification. For February release.

LAWRENCE J. QUIRK

Industry Executives in Stock Transactions

WASHINGTON, Jan. 13. — The Securities and Exchange Commission reports that industry executives affiliated with Loew's, Inc., Columbia Pictures and List Industries (RKO Theatres) were involved in stock transactions last December.

Howard Dietz, Loew's vice-president and director, purchased 385 shares to increase his direct holdings to 500 shares, while Harold E. Newcomb, comptroller for List Industries, sold 300 common shares to reduce his holdings to 2,700 shares, and William J. Whitman, secretary for List Industries, bought 1,600 common shares to increase his company holdings to 5,585 shares, the SEC reported.

Eight Columbia executives bought and sold stock during the final month of 1956, the SEC said. The late Jack

Cohn donated 2,000 common shares to Artists Foundation, Inc., a charitable organization. A. Montague bought 213 shares and sold 200 shares as a charitable gift to bring his holdings to 8,730 shares. Donald S. Strallem bought 40 shares to bring his holdings to 1,622 shares. A. Sonnabend bought 22.6 shares to bring his holdings to 924.6 shares. L. M. Blanke bought two shares to bring his holdings to 141 shares. Joseph A. McConville bought 52 shares to bring his holdings to 2,135 shares. Charles Schwartz bought 328 shares to bring his holdings, which are in partnership, to 13,462 shares. A. Schneider bought 461 shares to bring his direct holdings to 18,950 shares.

Buys General Film Lab

Pacific Industries, Inc., a holding company with interests in a number of diversified industries, has announced the acquisition of the General Film Laboratories Corporation for \$2,500,000. General Film is one of the largest producers of motion picture and television film in Hollywood. It will continue as an operating subsidiary under the direction of G. Carlton Hunt and Hans de Schult-hess, former owners. The company employs 290 persons.

Television Today

IN OUR VIEW

ONCE again the calendar does its incredibly rapid flip, and another year rolls 'round, and with it another annual poll of television editors, writers, critics and columnists, conducted by TELEVISION TODAY and MOTION PICTURE DAILY for FAME, that audit of personalities in the entertainment arena. As published in MOTION PICTURE DAILY last Friday, the poll has a few surprises in results, but for the most part the pattern holds quite steady.

In bestowing the accolade on the ambitious, intelligent and handsomely mounted Playhouse 90 as the Best Network Program, the Most Unique New Program and the Best Dramatic Program, the men and women who are in the best position to judge clearly gave credit where credit was due. And to Martin Manulis, executive producer of Playhouse 90, a round of applause.

While Phil Silvers, the unquenchable, who won last year's Champion of Champions individual honors this year was named Best Comedian, a new TV personality hit the top spot this time. The imaginative, droll, dry and witty Steve Allen rocketed to the Champion's niche, where he will have to deliver and keep delivering in order to hold that spot. It is a matter of vast interest that the top winner each year almost always is another personality. Rarely is a Champion of Champions able to repeat, although the individual invariably remains high among the selectees in his or her own category.

Lucille Ball, Perry Como, Dinah Shore, Mel Allen, George Fenneman, Garry Moore, the Ed Sullivan Show, and others of equally high caliber continue to challenge the critics to rule them out of contention, but there is interest and significance in the fact that the top-flight leaders tend to switch positions but at the same time retain their preeminence.

The selections of the critics indicate, too, the advancements made each succeeding year in the television medium, from the standpoint of performance, incidentally, also in techniques, production know-how and over-all finish.

To all the winners, a hearty salute and the best of good wishes!

—Charles S. Aaronson

Africa Series by G-K

HOLLYWOOD, Jan. 13—Producers Jack Gross and Philip N. Krasne have announced a new television series, entitled "African Patrol," to be filmed entirely in East Africa. George Breakston will produce and direct.

Rules on Revised SAG Commercials Contract

The New York State Supreme Court last week handed down the first decision involving the recently revised Producers - Screen Actors Guild contract for filmed commercials for television. It ruled that members of SAG who have made personal contracts with sponsors are not bound by the overall contract because of SAG membership.

Justice Vincent Lupiano made the ruling in denying a motion by Charles Antel, Inc., and Dowd, Redfield and Johnstone, advertising agency, as defendants in a suit filed by actress June Havoc last Fall. Miss Havoc charged breach of contract and unauthorized use of her name and personality in a Charles Antel filmed TV commercial, according to Fitelson and Mayers, her legal representatives.

The defendants made a motion before the court to submit the differences for arbitration as set forth in the revised SAG contract. Justice Lupiano ruled that unless the parties specifically state in their personal contract to submit differences, the court "refuses to imply that the plaintiff's SAG membership 'ipso facto' automatically means disagreements must be arbitrated."

FCC-Approved Station Liable to Anti-trust

WASHINGTON, Jan. 13. — The Federal Communications Commission told Congress that FCC approval of a particular station transaction did not bar the Justice Department from taking action under the anti-trust laws.

The FCC statement, contained in a letter from chairman McConaughy to Senate Commerce Committee chairman Magnuson (D., Wash.), could have important bearing on the pending government anti-trust suit against the National Broadcasting Co. In that case, the government charges, NBC used its TV network power to acquire stations illegally. It had been assumed that the network would—and will still—use as a defense the fact that its station acquisitions were approved by the FCC.

FILM COSTS SLASHED!

Guaranteed RAPIDWELD process restores used, worn film. removes scratches — RAPIDTREAT protects new film.

Add hundreds of showings to any film! Cut costs drastically!

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rather
be
accused
of
murder!"

"Tell
me
the
truth
about
yourself!"

"I can't
go back
to school.
I can't
face
them!"

1957's first

DRAMATIC THUNDERBOLT

is ready
to go
now
all over
America...
from
20th!



3 BRAVE MEN

starring **RAY MILLAND · ERNEST BORGNINE**

co-starring **FRANK LOVEJOY · NINA FOCH · DEAN JAGGER**

with **EDWARD ANDREWS · FRANK FAYLEN · JAMES WESTERFIELD**

Produced by **HERBERT B. SWOPE, Jr.**

Written for the Screen and Directed by **PHILIP DUNNE**

CINEMASCOPE



MOTION PICTURE DAILY

Concise
and
to the
Point



All
the News
That
Is News



L. 81, NO. 10

NEW YORK, U.S.A., TUESDAY, JANUARY 15, 1957

TEN CENTS

Consolidation

Report Legal Snags Delay RKO, U-I Deal

By Pact Would Involve Domestic Market Only

Negotiations for the "consolidation" of RKO Radio Pictures' distribution organization with that of Universal Pictures "are far from concluded due to legal difficulties," a top executive of RKO Radio Pictures declared yesterday. The talks, which have been going on for a number of weeks, have embraced the proposal that "Universal Pictures take over the distribution of certain RKO product for the domestic market only," it was said. The RKO Radio executive declined to elaborate on what the "legal difficulties" are. (Continued on page 6)

to Study Brazilian Long-Film' Tax Today

The new Brazilian governmental decree on increased admissions prices for long-running films will highlight the agenda of today's meeting of the board of directors of the Motion Picture Export Association. The Brazilian decree provides for an increase in box office tickets for films running more than four hours or more. The MPEA board will also hear a report on East European film sales and consider the sales contracts between the American companies and the countries where they propose to distribute the product. Other matters on the agenda of the meeting include the Turkish tax situation and a sales problem in Burma.

Humphrey Bogart Dies; Cancer Victim at 56

HOLLYWOOD, Jan. 14.—Academy Award winning actor Humphrey Bogart died of cancer today. Bogart developed cancer of the esophagus in 1955 after completing "The Desperate Hours" for Paramount Pictures and the disease spread through his system despite operations and radical treatment. This morning (Continued on page 6)

Philco in Anti-Trust Suit Against RCA and Others

PHILADELPHIA, Jan. 14 — Philco Corp. today filed in Federal Court here an anti-trust suit charging monopoly by various methods against Radio Corp. of America, General Electric, AT&T, Westinghouse and Bell Telephone. Philco asks \$150,000,000 in treble damages, charging that RCA:

¶ Sought to monopolize the color-TV field by offering color receivers too soon and selling them at unreasonably low prices.

¶ Forced Philco to sell WPTZ-TV, Philadelphia, by threatening to cancel that station's NBC affiliation.

¶ Intervened to disrupt licensing agreements between Philco and General Electric, Westinghouse and AT&T.

Majors Will Meet on 'Sweeps' Next Week

The promotion and merchandising executives of the major production-distribution companies will meet at the Motion Picture Association of America office next Monday at 3 P.M. to discuss the Academy Awards Sweepstakes and the contestant prizes, according to an MPAA official.

The meeting will hear a report by Arthur De Bra, who has been appointed by the MPAA advertising and publicity directors committee to coordinate (Continued on page 4)

Washington Theatre Owners Endorse Vogel; Urge He Have 'Full Freedom to Lead Loew's'

From THE DAILY Bureau

WASHINGTON, Jan. 14.—The Motion Picture Theatre Owners of Metropolitan Washington has ringingly endorsed Joseph R. Vogel to lead Loew's Inc.

A resolution adopted by the group declares that the Washington theatre owners have complete confidence in Vogel and urge that he be given full freedom to lead his company. The group's action in a way places local exhibitors behind Vogel in the current battle over control of Loew's.

The resolution states that over the years MGM studios have been a vital source of pictures, have contributed "outstandingly" to the industry's progress, and must continue to do so. It declares that Vogel is a respected exhibition leader and "is now engaged in doing what, in his opinion, is necessary to revitalize his company and solve its corporate problems."

"Therefore, be it resolved," the resolution concludes, "that our organization of theatre owners, whose lives and futures are wrapped up in the motion picture business, hereby express our confidence in the aims and abilities of Joseph R. Vogel; and, urge that he be given ample and unhampered opportunity to lead his company toward a brilliant future of service to the motion picture theatres of this area, and of the nation."

Proxy Contest Is Avoided

Agree on New Slate Of Loew's Directors

Ogden Reid, 13th and Final Nominee, Is Designated As 'Neutral' Member

Agreement on nominees for the full slate of 13 directors of Loew's, Inc., was reached at a meeting of the company's board here yesterday with the designation of Ogden R. Reid, president and editor of the New York Herald-Tribune, as the final nominee.

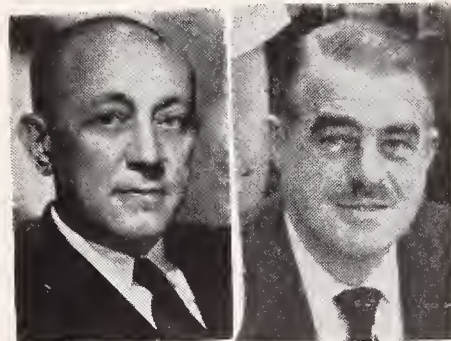
The agreement completely eliminated all prospect of a costly and

Form 2nd British Producers Group

LONDON, Jan. 14. — Several motion picture producers, dissatisfied with the policies of the British Film Producers Association, today formed the Federation of British Film Makers as a counter-organization to "better handle the interests and rights of the British motion picture producer."

The announcement was made by Ealing Studios, formerly a member of the BFPA. The company said that the second producers group was formed with the "whole, sole or main objective being the production of British films and their distribution in all available territories of the world.

First members of the FBFM, be- (Continued on page 5)



Joseph Vogel Joseph Tomlinson

disconcerting proxy contest being waged by Joseph Tomlinson, largest individual stockholder, for positions on the board at the annual meeting of stockholders Feb. 28.

The slate of directors agreed on finds Joseph R. Vogel, Loew's presi- (Continued on page 4)

Gov't to Invite Bids on General Aniline Stock

From THE DAILY Bureau

WASHINGTON, Jan. 14 — The Government plans to sell by competitive bidding most of its major stockholdership in General Aniline and Film Corp. The company, which is controlled by the Justice Department as a result of stock vesting during (Continued on page 5)

Televisión Today

Page 6

PERSONAL MENTION

ALEX HARRISON, 20th Century-Fox general sales manager, will leave here today for Atlanta.

MILTON R. RACKMIL, president of Universal Pictures, is in California from New York.

KARL MACDONALD, vice-president of Warner Brothers International and supervisor for Latin America, left here yesterday for an extended trip through his territories.

JOSEPH G. ALTERMAN, assistant secretary of Theatre Owners of America, left here yesterday for Miami Beach.

TERRY O'NEILL, United States representative for Associated British Picture Corp., will return to London from New York via B.O.A.C.

KENNETH HARGREAVES, president of Rank Film Distributors of America, will arrive in New York from London on Saturday.

LOUIS A. BROWN, print control director of C & C Television Corp., will leave New York with MRS. BROWN today for Mexico and Cuba.

WILLIAM T. COFFIELD, manager of the Maine Theatre, Portland, has been named manager of the retail trade board of the Greater Portland Chamber of Commerce.

DAVID A. LIPTON, Universal Pictures vice-president, will arrive in New York tomorrow from Hollywood.

Warren to Produce 8 In 'Scope for Fox

HOLLYWOOD, Jan. 14 — Charles Marquis Warren Productions, independent producing company established by the producer-director-writer, today announced the signing of a contract to produce eight CinemaScope pictures for 20th Century-Fox distribution. The first, "The Other One," starts Feb. 26.

'Persuader' to A.A.

HOLLYWOOD, Jan. 14—President Steve Broidy today announced that Allied Artists will distribute the World Wide Picture Corp. production, "Persuader," which starts Wednesday at the Republic studio. Dick Ross is producer.

Confer Today on New Tax Repeal Campaign

Conferences on the launching of a new Federal tax campaign to eliminate the remaining excise tax on admissions will be held here today and tomorrow between officials of the Council of Motion Picture Organizations and Robert J. (Bob) O'Donnell, national tax campaign chairman.

O'Donnell will arrive in New York today from Dallas to meet with Robert W. Coyne, COMPO special counsel, who expects to leave for Washington after the conferences.

COMPO, in December, before the Forand Committee of the House Ways and Means sub-committee studying excise tax problems, asked for a complete repeal of the admissions tax.

Rep. Forand (D., R. I.) in Washington yesterday, said that his group would turn to proposals for excise rate changes if reconstituted by the full committee today. The full committee is expected to do this. Rep. Forand made public a report of his sub-committee yesterday, but it dealt only with proposed changes in a bill tentatively approved by the full committee shortly before Congress quit last year. The provisions were mostly technical ones.

Payments Were to 24, Not 8, Loew's Officers

The wording of a report on a Securities and Exchange Commission filing on compensation paid Loew's officers, published in MOTION PICTURE DAILY yesterday made it appear that the total remuneration of \$1,708,844 was paid last year to only eight company officers who were named in the story, whereas the figure was the amount paid to a total of 24 Loew's executives.

The same wording also made it appear that an estimated \$245,325 had been paid into officers' retirement pension funds by the company in 1956. Actually no payments were made to the fund last year because no Loew's employee receiving more than \$500 per week received pension payments in 1956, a company official said yesterday.

Grant New Extension In AB-PT Divestiture

WASHINGTON, Jan. 14—The Justice Department has granted another extension—this time until March 15—in the theatre divestiture deadline for American Broadcasting - Paramount Theatres.

The present deadline is tomorrow. AB-PT is the only one of the five major firms not to have completed its divestiture yet. Justice officials said the circuit still had 22 theatres to dispose of, of which 21 were in a joint ownership with Maine and New Hampshire Theatres.

Film Industry 'Rejuvenation' Seen by "Journal-American"

The motion picture industry is "headed for a great era of rejuvenation and entertainment," the "New York Journal American" told its readers yesterday in a special editorial entitled "A Rosy Picture" appearing on the regular editorial page. The paper cited the prospect of a "great new flow of pictures scheduled to emanate from Hollywood this year" and called it a "treat for the public."

The editorial made special mention of the announcement of Twentieth Century-Fox president Spyros Skouras that "at least one important production" will be released every week of the year. "It's his belief that the right attractions will bring out unprecedented numbers of movie fans and we agree. Skouras' vision, imagination and vigor are bound to be contagious throughout the motion picture world," the paper said.

Top British Officials Known to U.S. Film Men

LONDON, Jan. 14.—Richard Austen Butler and Peter Thorneycroft, who were given roles of major importance in the new Government formed by Britain's new Prime Minister Harold Macmillan, are both well known to motion picture industry people in America as well as here.

Butler, who was appointed Government leader in Commons and Lord Privy Seal and given the additional post of Home Secretary, was a former fiscal officer who had a part in the making of several agreements with the American film industry governing the conversion of sterling earnings here.

Thorneycroft, as former president of the Board of Trade, was the chief negotiator of the Anglo-American film remittance agreements for the past several years. As such he journeyed to Washington on several occasions when the negotiations were held there. Thorneycroft was named to Macmillan's old post as Chancellor of the Exchequer.

Morris Kandel, 52

MIAMI BEACH, Jan. 14.—Morris J. Kandel, 52, founder and former president of the Bonded Film Storage Co. of New York, died Friday at his home here. He retired in 1950. In 1922 Kandel organized the General Film Library of stock short subjects. Later he operated the Ideal and Olympic companies, producing travel and documentary shorts. His wife and two daughters and several brothers and sisters survive.

NEWS ROUNDUP

Para. Books Stage Show

New York's Paramount Theatre will resume stage shows in conjunction with a film Jan. 23 for a one-week engagement in what is reported to be a "test" for a possible revival of its former policy of combined entertainment. That policy was ended late in 1953. Managing director Robert K. Shapiro has signed Nat "King" Cole, Ella Fitzgerald and Count Basie and his orchestra for the one-week stage presentation. The feature will be Columbia's "Nightfall."

To Fete Japanese Executives

The Japanese motion picture executives who are in New York from Tokyo for the Japanese Film Week starting Sunday night will be entertained at luncheon a week from today at the Fuji Restaurant here. The luncheon is being sponsored by the Motion Picture Association of Japan.

To Make 80 in Mexico

Hollywoodians will produce at least 20 pictures to Mexico's 1957 production which is expected to total only 80 because of the trend toward "quality over volume." The American estimate was made by Congressman Jorge Ferretis, chairman of the National Cinematographic Board, and the technical and manual workers locals of the Picture Production Workers Union.

NEW YORK THEATRES

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MARLON BRANDO · GLENN FORD

MACHIKO KYO

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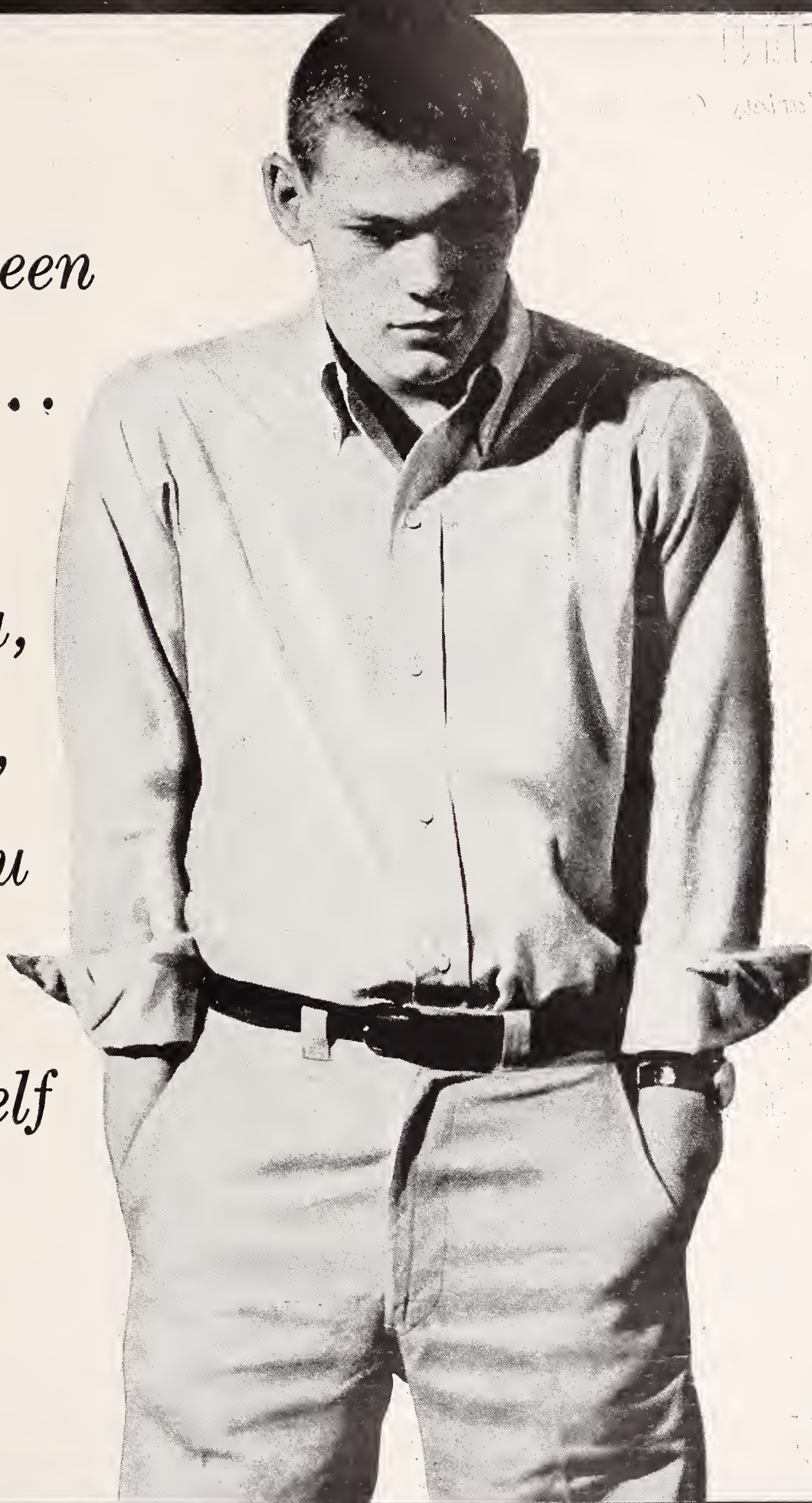
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THE YOUNG STRANGER

STARRING

JAMES MacARTHUR • KIM HUNTER • JAMES DALY

WITH JAMES GREGORY • WHIT BISSELL • JEFF SILVER

Written by ROBERT DOZIER • Produced by STUART MILLAR • Directed by JOHN FRANKENHEIMER



Another profit show from the NEW RKO

TENT TALK

Variety Club News

ALBANY — The Albany Variety Club and other tents conducting programs to serve underprivileged youngsters were warmly praised by Judge Daniel Gutman, counsel to Governor Harriman, at a testimonial dinner for Jack Goldberg, retired Metro branch manager, recently. The speaker, who brought the governor's best wishes to Goldberg for a continuing happy life, called the Variety effort "a very inviting and important one." Eighty diners, including a group from the Schine Circuit home offices in Gloversville and from Metro's Buffalo exchange also heard Goldberg lauded by John P. Byrne, Eastern division manager for the company; Edward R. Susse, Goldberg's successor; chief barker Al Kellert, and Norman Weitman, co-chairmen of the dinner committee.

△

ATLANTA — Dan M. Coursey has been elected chief barker of the Atlanta Variety Club to succeed Harold Spears. Other officers elected include Leonard Allen, first chief barker; John W. Harrell, second barker; Thomas E. Lucy, treasurer, and J. B. Dumesire, 3rd secretary. Newly elected directors of the club are Ernest Rogers, E. E. Whitaker, Leonard Berch, Charles F. Dilcher, L. D. V. Benton, and William D. Kelly, Jr.

△

OMAHA — Pat Halloran, branch manager of the Buena Vista office here, has been named chief barker of Variety Tent No. 16, succeeding J. Robert Hoff. Don Hammond, of Hammond-Romeo Productions, was elected first assistant chief barker; Norm Nielsen, branch manager of RKO Pictures, second assistant; George Regan, branch manager of 20th Century-Fox, property master; and Glenn Trump, public relations director of Ak-Sar-Ben, dough guy.

△

SEATTLE, Wash. — Ed Cruea has been named chief barker of Variety Tent No. 46 to succeed "Bud" Saffle. Also named were Art Greenfield, Universal, first assistant; Dwight Soracher, second assistant; Lee Schulman, property master; C. B. Gustafson, dough guy.

△

BOSTON — At the annual election of officers of the Variety Club of New England, Michael Redstone was elected chief barker; Kenneth Douglass, first assistant; George Roberts, second assistant; Reuben Landau, treasurer; and James Mahoney, secretary. Canvasmen elected were Philip Lowe, Irving Waldens, Theodore Fleisher, Arthur Lockwood, Arnold Van Leer and James Stoneman. Philip Smith is the retiring chief barker.

New Loew's Directors Set

(Continued from page 1)

dent, the only management member of the board. The other members are: George A. Brownell, lawyer and member of the present board; Fred Florence, president of the Republic National Bank of Dallas; Louis A. Johnson, lawyer and former Secretary of Defense; K. T. Keller, former chairman of Chrysler; George L. Killion, president of American President Lines; Ray Lawson, chairman, Lawson & Jones, Ltd., and a director of the Royal Bank of Canada; Stanley Meyer, Hollywood producer; William A. Parker, chairman of the board, Incorporated Investors, Inc., and member of the present Loew's board; Frank Pace, Jr., executive vice-president, General Dynamics Corp., and former Secretary of the Army; Reid, John L. Sullivan, lawyer, former Secretary of the Navy, and member of the present board, and Tomlinson.

Reid Welcomed

Reid, whose designation yesterday completed the slate, reportedly was proposed by Lehman Bros. and Lazard Freres, Wall Street investment brokers who own or control large blocks of Loew's stock. Reid was immediately acceptable to both the management and Tomlinson conferees, who previously had been unable to get together at meetings Thursday, Friday and Saturday on the 13th and final nominee. With Reid's nomination by "neutral" interests, the slate otherwise consisted of six management nominees and six Tomlinson nominees.

It appears that for the time being at least the post of chairman of the board, being vacated by Arthur M. Loew, will not be filled.

Both sides expressed satisfaction with the amicable conclusion to the threatened contest. Said Vogel:

"I have held many meetings with various groups of stockholders who, by now, are surely convinced that we

are responsive to their wishes and desirous of placing Loew's again in a position of one of the leading companies in America.

"I want to express my appreciation to my associates on the board, starting with Arthur Loew, the retiring chairman, and including Howard Dietz, Charles C. Moskowitz, Benjamin Melniker, Charles M. Reagan, F. Joseph Hollernan and G. Rowland Collins, who volunteered not to stand for reelection to the Loew board to make it possible for a new roster of directors. I deeply appreciate their cooperation and I want to express to them on behalf of the company my most sincere gratitude.

Sole Employee on Board

"The new board to be presented to the stockholders will include only one employee, myself. All the other proposed directors are independent outside men. We welcome them to the Loew organization and I am convinced that they will make a material contribution toward its new anticipated growth. Lehman Brothers and Lazard Freres, who have substantial holdings in Loew's stock, were of great assistance in these negotiations by their constructive suggestions and encouragement and I want to thank them for their support."

Tomlinson's statement issued yesterday, follows.

"I feel very satisfied at this outcome. I believe it is in the best interests of Loew's share owners, employees and the public. The quality and integrity of the new board members are self-evident. The choice of these men is consistent with the best interests of the company for its continuing growth and prosperity. I am confident that this new board will approach the company's problems with open minds and will solve them constructively."

Sands Assumes WB Midwest Post Today

CHICAGO, Jan. 14.—Ernest Sands arrives here tomorrow from New York to assume his new post as midwest district manager for Warner Bros. with supervision over the company's offices in Milwaukee and Detroit as well as here, which will be his headquarters.

Sands has worked for the Warner sales organization in St. Louis, Des Moines, Jacksonville, Pittsburgh and as branch manager in Cleveland and New York, before becoming head of the playdate department.

'Farewell Luncheon' Tomorrow

Meanwhile, it was announced in New York yesterday that Sands will return there for a "farewell luncheon" to be given in his honor Wednesday, Jan. 23, by his friends in the industry. The affair will be held at Toots Shor's Restaurant.

Countries Produced in By USIA Are Doubled

WASHINGTON, Jan. 13.—In 1956 the International Motion Picture Division of the United States Information Agency almost doubled the number of countries in which it produced foreign language pictures, Arthur Larsen, USIA director, has reported.

Quoting from a year-end report made by IMPD chief Turner B. Shelton, Larsen said that IMPD employed native born people to produce pictures "telling America's story" in 41 countries, compared to the use of only 22 countries in 1955.

According to Larsen, Shelton's report stated that 44 films made by American companies in this country were translated and distributed overseas as part of the information program. In addition, Larsen said, IMPD produced many films itself including three documentaries on the Hungarian uprising.

'Sweepstakes'

(Continued from page 1)

dinate all activities of the program for merchandising tie-ups for the contest which will be conducted from Feb. 19 to March 26, possibly through the auspices of the Council of Motion Picture Organizations.

All-Industry in Character

Meanwhile, a single all-industry meeting of COMPO, MPAA and exhibitor organization officials will take place at the Sheraton Astor Hotel this evening to take up unification of the three industry promotional and business building programs presented for action into one. They are the MPAA proposals, the TOA-COMPO plan, and the "Golden Jubilee" idea presented by the West Coast. The meeting will be at 6:30 P.M. tonight—instead of last night, as erroneously announced at the weekend.

Deny Greene Has Role In N.T. Stock Action

Queried yesterday on reports circulating in financial quarters late last week, the office of David Greene, broker, denied that he was associated with anyone in a move to gain representation on the board of directors of National Theatres.

Efforts to obtain comment from Reuben Resnik and Bernard Aronson, brokers, whose names also figured in the reports, were unsuccessful. Financial sources are of the opinion that no proxy contest by N. T. stockholder groups is likely, despite the reports of efforts to form coalitions for voting purposes at the annual meeting next spring.

Win Tax Relief

McKEESPORT, Pa., Jan. 14.—City Council of this city of 60,000 has dropped its five per cent amusement tax in announcing its 1957 budget, following the pattern of McKees Rocks, another community near Pittsburgh. A concentrated protest program by Bill Weiss, owner of the independent Liberty Theatre, and Louis Fordan, manager of the Stanley-Warner Memorial, helped bring about the tax relief here.

Asks More SBA Funds

WASHINGTON, Jan. 14 — The President asked Congress today for an extra \$50,000,000 to keep the Small Business Administration's loan revolving fund going until June 30. The fund otherwise will shortly run out of money, the President said.

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J.K.Producers

(Continued from page 1)

des Ealing, were announced as: aunder-Gilliat Productions; Charter lms (Boulting Bros.); Ivan Foxwell oductions, and Warwick Produc- ons, the British subsidiary of Colum- a Pictures.

The FBFM felt that the present aders of the BFPA were too deep- involved in exhibitor interests to urse the best interests of the strictly roducer members. The new organi- zation said that there was no quarrel ith the BFPA, but that it was con- sidered necessary that these companies ave an organization which can repre- sent them more closely with govern- ment departments and other bodies.

Seen as Aid to U.S. Films

American interests viewed the ormation of the FBFM as being ad- antageous in expanding the market or U.S. film production and distribu- on in the United Kingdom. The BFPA has a policy that bars from membership and industry privileges ny British film company that has any merican affiliations.

General Aniline Stock

(Continued from page 1)

ng World War II, filed a registra- tion statement late today with the ecurities and Exchange Commission overing 75 per cent of the Class A ommon and Class B common owned y the Government. It was stipulated hat underwriting companies that vant to buy the stock will have to id on the entire package when it s finally offered for sale.

Swiss Group May Object

The Government action is expected o be challenged in court by Inter- handel, a Swiss holding company that owned the stock when it was vested.

The Government owns 93 per cent of the oustanding G.A.F. common. Government officials pointed out that hey are holding back 25 per cent of the Government's stock to meet he claims of independent stockhold- ers other than Interhandel.

Plitt to Am-Par Bd.

NEW ORLEANS, Jan. 14.—Henry Plitt, president and general manager of Paramount Gulf Theatres, Inc., has been appointed to the newly-formed exhibitor committee of Am-Par Pictures Corp., the new film production subsidiary of American Broadcasting-Paramount Theatres. The company's initial meeting is scheduled to be held here Jan. 21 at the Roosevelt Hotel. Sidney M. Markley, AB-PT vice-presi- dent in charge of production, will at- tend from New York and from Holly- wood will come Irving H. Levin, presi- dent, and Harry L. Mandell, vice- president of Am-Par, and Jerry Zig- mond, western division manager of AB-PT theatres, committee chairman. Other Paramount affiliate representa- tives at the meeting will include Plitt, Louis J. Finske, Miami; Norris Hard- away, Atlanta; David Wallerstein, Chicago, and Raymond Willie, Dallas.

TOA, NAC, TESMA Sign For Joint Affair in Nov.

Special to THE DAILY

MIAMI BEACH, Fla., Jan. 14 — Final signing of contracts between Theatre Owners of America and Na- tional Association of Concessionaires for their joint convention and trade show in conjunction with Theatre Equipment and Supply Manufacturers Association at the Americana Hotel, Nov. 20-23, took place here today.

Mitchell Wolfson, honorary con- vention chairman for TOA, repre- sented the exhibition group at the signing, which was held in his offices. TESMA will meet also with the Theatre Equipment Dealers Associa- tion on Nov. 17-18, at the Americana Hotel.

Promotional Seminars Slated at Fox Meets

Merchandising and promotional seminars will be held in conjunction with the series of 20th Century-Fox divisional sales meetings called by general sales manager Alex Harrison to develop plans for the company's expanded product line-up of more than 50 pictures this year.

Based on conferences being held by vice-president Charles Einfeld, plans will be presented to the assembled sales executives covering the national and regional plans for releases sched- uled through June, including "Three Brave Men," "The True Story of Jesse James," "Oh Men! Oh Women!," "Heaven Knows, Mr. Allison," "Boy on a Dolphin," "The River's Edge," and Darryl F. Zanuck's "Island in the Sun."

Officials Will Attend

Advertising director Abe Goodman will attend the meeting in Philadel- phia on Jan. 23-24 and the Los Ange- les parley, Jan. 30-31. Rodney Bush, exploitation director will attend the Atlanta meeting, January 16-17; and exploitation manager Eddie Solomon will join sales toppers at the Jan. 25-26 parley in Chicago.

RKO Foreign Meets Set

Conferences on the foreign distribu- tion of RKO Radio Pictures product will be conducted here this week be- tween home office foreign department executives and Joseph Bellfort, gen- eral European manager, who arrived here from Paris at the weekend, and Robert S. Wolff, chairman and man- aging director in Great Britain, who will arrive here from London later this week.

Edward R. Russell Dies

LONDON, Jan. 14—Edward Rains- ford Russell, former director of Quig- ley Publications Ltd. died suddenly January 12. He was 80 years old. Russell was a director of Quigley Publications' British company from 1943 to 1953.

Greenberger Reelected Cleve. Exhibitor Head

CLEVELAND, Jan. 14 — Henry Greenberger has been re-elected to serve a third term as president of the Cleveland Motion Picture Exhibitors Association. Two other officials were also unanimously reelected—Joseph Rembrandt, vice-president, and Louis Weitz, secretary.

Ted Vermes Withdraws

At his own request Ted Vermes withdrew his name as secretary and is succeeded by James Kalafat. Com- posing the board of directors are: three year term, Meyer Fine and P. E. Essick; two year term, Henry Greenberger and Howard Reif; one year term, James Kalafat, Ted Vermes, Sam Schultz, Leonard Greenberger, Max Lefkovich, Bert Lefkovich, Mar- shall Fine, Jack Essick, Ray Essick.

Ezzes Sets Europe Tour On RKO Library Sales

E. H. Ezzes, vice-president and general sales manager for C & C Tele- vision Corp., which is distributing the RKO Radio Pictures film library to television in the United States, will leave here later this month for Eu- rope on a combined business-vacation trip during which he will investigate the possibility of theatrical sales for the RKO pre-1948 product, it was reported yesterday.

PEOPLE

George Nichols, who resigned last month from the M-G-M publicity de- partment in Hollywood, has an- nounced the establishment of inde- pendent publicity offices in Beverly Hills.

Clement Brewster Lee, assistant manager of the Oritani Theatre, Hackensack, N. J., a unit of the Stan- ley Warner circuit, has won \$25,000, first prize in the national essay con- test of Armour Co. for its Dial Soap. Subject of the essay was "Why I Would Nominate Dwight D. Eisen- hower as Candidate."

Sylvan M. Cohen, new chief barker of the Philadelphia Variety Club, Tent No. 13, has been named toast- master for the testimonial dinner to be held on Jan. 21 for Gene Tunick, recently promoted to district man- ager, and Stan Kositsky, to branch manager, of United Artists. The din- ner will be given by Motion Picture Associates at the Bellevue-Stratford Hotel.

Leonard Hettelson, long identified with the industry in Philadelphia, has taken over operation of the Mayfair Theatre, neighborhood house in that city.

THE BIG ONES...

are advertised in LIFE

UNIVERSAL-INTERNATIONAL
"Battle Hymn"

...in LIFE's January 21st issue.

ADVERTISED IN
LIFE

THE BIG ONE
IN MOVIE SELLING

RKO, U-I Deal

(Continued from page 1)

ficulties" are. But it was learned that Gordon Youngman, West Coast attorney, has been called into New York from Hollywood for consultation on the legal questions.

'Certain Films,' Says One Official

It was pointed out by the RKO executive that not all films produced by the company would be given under the proposed agreement to Universal. "They would get certain films which we select," he said. However, an official of Universal expressed a contrary view, saying the proposed agreement calls for Universal to handle *all* RKO product in the domestic market.

The plan to modernize distribution procedures at RKO Radio was taken into consideration late in 1956 when a group of top RKO Radio and RKO Teleradio executives held a special meeting in Florida. It was then announced by RKO Radio Pictures president Daniel T. O'Shea that "RKO Radio was considering the re-shaping of its entire production and distribution structure to meet changing trends in the domestic and foreign market."

Dozier Is in New York

It was also reported here yesterday that William Dozier, RKO Radio vice-president in charge of production, who arrived in New York from Hollywood over the weekend, is involved in the talks with Universal. Dozier, it was reported, is also conferring with RKO Radio distribution executives concerning this year's production line-up.

Humphrey Bogart Dies

(Continued from page 1)

he lapsed into a coma at his home here and died. He was 56.

His first motion picture role was in 1930, but it was not until after his stage success in "The Petrified Forest" and subsequent starring in the filmed version that he became known. He became famous for similar "tough guy" roles in later pictures. In 1951 he won the Academy Award for best actor for his performance in United Artists' "African Queen."

He is survived by his widow, actress Lauren Bacall, and two children, Stephen, 8, and Leslie, 4.

Closed Theatre Hurts Other Town Businesses

WELLSVILLE, O., Jan. 14—The commercial value of the motion picture theatre to other businesses in the area is demonstrated in this town of 8,000, where downtown business underwent a drastic drop after the closing of its only theatre, the Liberty, last February.

Paul Vogel, one of the owners of the theatre, reopened the Liberty Christmas Day at the request of the merchants of the town. Three commercial stores were forced to close through lack of business on the main street, the merchants told him.

Television Today

PASSING IN REVIEW....

ANYONE who devotes a large part of his time to monitoring television, must, occasionally, pause and ask himself that ruthless question (and the endless variations of it): Am I any better for it? Would I be any less a man for not having seen (substitute name of any show)? Such self-analysis need not be prompted by any gross lapses in taste nor any particularly dramatic failures. It simply bubbles up like nitrogen in the blood of a skin-diver who comes to the surface too quickly. The television bends are as inevitable if not as lethal.

Classicism to Fore

Last Sunday there were perhaps two or three "pressure chambers" for the aid of the susceptible viewer: NBC-TV's overwhelming two-and-one-half hour American premiere of Prokofiev's "War and Peace"; CBS-TV's laconic and dramatic documentary, "Schweinfurt," on the Air Power series; and Leonard Bernstein's informative, non-pompous dissertation on modern classical music on ABC-TV's Omnibus.

To one whose classical music frame-of-reference is fairly fragmentary, it seemed too bad that Mr. Bernstein's Sunday evening contribution could not have preceded the afternoon NBC Opera presentation. That, however, is quibbling. Both shows were refreshingly blunt in their import and their purpose, even as is The Life of Riley. "War and Peace" was not only one of the most impressive shows of the season technically, but it packed a cumulative emotional punch that somehow got through the unfamiliar form of recitative, oddly unmelodic music and innumerable changes of scene. The Bernstein performance was easy and fun.

'Schweinfurt' Presented Frankly

Air Power's "Schweinfurt" was a beautifully edited account of one of the most brutal missions undertaken by the U.S. Air Corps in the last war. The air battle scenes were some of the most impressive yet shown on the series and, happily, the narration was straight and to the point.

Elsewhere the television week added little to the sum total of human achievement. It might be said that this is not exactly the purpose of either Dinah Shore or Perry Como, who headlined NBC-TV's Chevy Show revue Sunday night. However, this show was especially spiritless in ma-



TELEVISION COMES UP WITH—"Mayerling." Between cocktails in its executive dining room the other day, NBC told newsmen its "Producers' Showcase" will once again offer the old and familiar story; and it proffered stars Mel Ferrer, Audrey Hepburn and director Anatole Litvak for questioning and quotation. They are pleased and anticipatory. Litvak directed the original French film, now historic. With them, above, host Syd Eiges, left, NBC informational vice-president. In color, the show February 4, 8-9-30 P.M., EST, will also feature Raymond Massey, Diana Wynyard, Isabel Elsom. NBC, RCA, Whirlpool-Seeger and John Hancock are sponsoring.

terial and performance. Perhaps two nonchalant performers tend to cancel one another out after—say—about 25 minutes' viewing. Saturday night Galen Drake's new ABC-TV show made its unspectacular debut, the highpoint of which was a foolish debate between a teenager and her father as to whether or not Elvis Presley is a good influence on the nation's youth. This teenager was deemed particularly qualified for debate since she had once run away to Memphis to see her idol. Saturday evening did improve, however, with the spritely CBS-TV tribute to Eddie Cantor and Sid Caesar's commentary on elaborate TV commercials, NBC-TV. That one should be sent over for viewing by Chrysler Corporation executives.

Orchids to Piper Laurie

The most interesting of the week's dramas was Playhouse 90's fantastic "The Ninth Day," CBS-TV Thursday night. This post-hydrogen bomb love story had its full quota of unlikely character motivations and arbitrary plot twists but it did feature a fine performance by a beauty named Piper Laurie. Miss Laurie may one day confound the people who gave her that name and become a solid actress. For that matter, she's okay right now. NBC-TV's Kraft Theatre Wednesday night presented another one of their favorite cut-to-the-minute-hand-of-the-clock situations: a hidden bomb about to explode in an airliner. The story, if not the airliner, never got off the ground.—V.C.

ABC Designs Expanded Coast TV Headquarters

HOLLYWOOD, Jan. 14. — The American Broadcasting Co. has completed preliminary designs for an \$11,000,000 reconstruction and expansion program for its Hollywood television headquarters. Capacity of the plant will be more than tripled.

Ed Sullivan Show First For 4th Straight Year

The Ed Sullivan Show (CBS-TV) placed first as the Best Variety Program for the fourth successive year, the annual TELEVISION TODAY poll conducted for *Fame*. The story published Friday in MOTION PICTURE DAILY incorrectly said it had won for the third year.

The score for second and third place winners by networks also was incorrectly listed. The correct score is 13 second place winners and 1 third place winners for NBC-TV and eight second place winners and 1 thirds for CBS-TV.

Cites TV Promotion of Understanding Abroad

The emergence of television as a major and powerful medium in the U.S. Government's overseas information program was one of the most significant developments of 1956 in the task of promoting understanding abroad, according to Arthur Larson, director of the U.S. Information Agency. The continued effectiveness of radio broadcasts to the people behind the Iron Curtain by the Agency Voice of America also was demonstrated conclusively during the year, he added.

ABC Elects Aubrey

James T. Aubrey, Jr., has been elected a vice-president of the American Broadcasting Co., in charge of programming and talent for the ABC Television Network, it was announced by Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, Inc. Aubrey, who was named head of programming and talent for ABC Television in December, was formerly manager of network programs for CBS Television, Hollywood.

All
the News
That
Is News

QP

MOTION PICTURE DAILY

Concise
and
to the
Point

QP

Vol. 81, NO. 11

NEW YORK, U.S.A., WEDNESDAY, JANUARY 16, 1957

TEN CENTS

Festival Prods.

New Art Film Co. Will Open 8 Exchanges

Firm Has Two Pictures Ready for Distribution

By LESTER DINOFF

Festival Productions, Inc., a newly-formed corporation with a capital of \$50,000, will set up eight film exchanges throughout the United States in the near future to handle the distribution of art product in color and wide-screen, it was announced here yesterday by president Capt. I. R. Maxwell.

Captain Maxwell said Festival is ready to distribute two productions, (Continued on page 6)

Japan's '56 Box Office Receipts Show Increase

From THE DAILY Bureau

TOKYO, Jan. 12 (By Air Mail).—Japan's box office receipts for 1956 jumped to over \$195 million compared with \$153 million for 1955. A total of 509 full length features were produced.

Revenues of distributors of American and European films dropped slightly to \$21 million compared with \$21,121,000 in 1955. Some 600 new theatres were built, bringing the total over 5,600 now in operation.

New RCA Appointments for Folsom and Burns

David Sarnoff, chairman of the board of directors of the Radio Corp. of America, yesterday announced the reelection of Frank M. Folsom as chairman of the executive committee of the board and John L. Burns as president and a director of RCA. General Sarnoff will continue in his present capacity. (Continued on page 6)

Television Today

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6

O'Donnell Sees Arbitration 'Beneficial to Everyone'

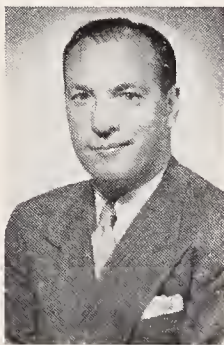
An industry arbitration system, as re-proposed by Theatre Owners of America and Allied States Association, "would be beneficial for everyone," in the opinion of Robert J. (Bob) O'Donnell, general manager of Texas Interstate Circuit, who arrived here yesterday from England.

O'Donnell, who was abroad for a short vacation, said he "sincerely hopes there can be a meeting of minds between exhibitors and distributors on arbitration." The industry exhibition leader also conferred here with officials of the Council of Motion Picture Organizations on the Federal tax reduction campaign.

Goldenson To Receive Humanitarian Award

The 1956 Humanitarian Award of the March of Dimes will be presented to Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres, Inc., by Basil O'Connor, president of the National Foundation for Infantile Paralysis, it was announced yesterday.

Goldenson will receive the Award for his "long - time devotion to human welfare activities" at (Continued on page 6)



L. H. Goldenson

DCA To Release 23 Films in '57; Plans Big Promotional Campaigns

By GUS DALLAS
(Picture on Page 3)

A releasing program of 23 pictures in 1957, principally foreign product, to be backed by heavy promotion and merchandising campaigns through a new distribution network was announced yesterday by Distributors Corp. of America by Fred J. Schwartz, president of the company.

DCA will also step up the financing of production and co-production for the coming year, according to Schwartz, who said that he hoped to be able to announce definite plans for

'Continuing on the Rise'

Theatre Grosses Up All Around Country

Circuits Credit Improvement in Product And 'Change in the Public's Attitude'

Theatre grosses around the country have been climbing since "sometime last November" and are continuing to rise after a phenomenal Christmas-New Year's, record-breaking period, according to executives of some of the biggest national theatre circuits.

Says Promise to Study N.Y. Tax 'Being Kept'

Special to THE DAILY

ALBANY, N. Y., Jan. 15—Senator Macneil Mitchell has announced that the joint committee which he and assemblyman Fred Preller had headed and which promised to recommend a study of the New York City amusement tax, was one that functioned only as a campaign group for legislative candidates on the Re- (Continued on page 2)

House Group Continues Two Tax Subcommittees

From THE DAILY Bureau

WASHINGTON, Jan. 15. — The House Ways and Means Committee voted today to continue for the coming Congress two tax subcommittees.

One, headed by Rep. Forand (D., R. I.), will study excise tax changes and other excise problems. The other, headed by Rep. Mills (D., Ark.), will investigate tax loopholes.

Commencing with the Stanley Warner Corp. announcement last week that their chain's receipts have been improving week by week since November to the "biggest in their history" in the week ended Jan. 5, other circuits have reported "substantial" and "exceptional" improvements in national grosses over the same period.

Experienced theatremen, although pleased and hopeful of a trend, feel that there are two natural reasons for the upsurge in attendance: better product than at this time last year, and another "inexplicable" turn in the public's attitude which is sending them back to the theatres.

An American Broadcasting-Paramount (Continued on page 2)

'Thrillarama' to Reopen, Roadshow Plan, Feb. 1

From THE DAILY Bureau

HOLLYWOOD, Jan. 15 — "Thrillarama Adventure," withdrawn for recutting and color-check following a preliminary premiere in Houston last fall, will open at the Capitol Theatre, San Diego, on Feb. 1, Thrillarama Corp. president Albert H. Reynolds told MOTION PICTURE DAILY today.

The attraction will open at the Strand, Milwaukee, Feb. 15th; at the (Continued on page 2)

FBFM Will Result in Better Films: Broccoli

Better quality product from British studios will "undoubtedly" be a direct result of the organization of the second British producers group, which was announced yesterday, according to Albert Broccoli, director of Warwick Film Productions, who is (Continued on page 6)

PERSONAL MENTION

ROBERT J. O'DONNELL, general manager of Interstate Circuit, will return to Dallas today from New York.

ALFRED E. DAFF, executive vice-president of Universal Pictures, will return to New York today from London via B.O.A.C.

KENNETH MACKENNA, M-G-M studio story head, returned to Hollywood yesterday from New York.

BERT ORDE, director of sales development for "Redbook," will leave here today for the Coast.

N. PETER RATHVON, production executive, arrived in New York yesterday from London via B.O.A.C.

PHILIP GERARD, Universal Pictures Eastern publicity manager, is in Boston today from New York.

ILYA LOPERT, president of Lopert Films Distributing Corp., will return to New York today from the Coast.

CHARLES L. CASANAVE, president of the Fred Astaire Dance Studios, will leave New York this week on an extended business trip, with Chicago the first stop.

N.Y.C. Receipts in '54 Good in Central Area

From THE DAILY Bureau

WASHINGTON, Jan. 15 — New York City's theatre receipts held up very well in the Times Square area and the rest of Manhattan but dropped in the rest of New York City and its suburbs between 1948 and 1954, the Census Bureau reported today.

The Bureau said that in the central business district of Manhattan, 75 theatres in 1954 had \$40,749,000 in receipts, less than one per cent below the \$40,996,000 total receipts for 70 theatres in the area in 1948. For the entire borough of Manhattan, including the Broadway area, the drop was one per cent—with 171 theatres having \$62,633,000 receipts in 1954, compared with 188 theatres with \$63,242,000 in 1948.

In the entire city of New York there were 475 theatres with \$118,288,000 in receipts in 1954, compared with 583 theatres with \$138,040,000 in receipts in 1948. This was a drop of 14.3 per cent. The drop excluding the Broadway area was 20.1.

Grosses on Rise Nationally 'Thrillarama'

(Continued from page 1)

mount Theatres executive favors the "change in public attitude" theory and noted that his circuit has been doing "consistently better" business ever since October. "Patrons go through cycles like this," he said. "You can't really figure it, you just hope for the best."

Loew's, Theatres called their national business "way ahead" of last year and continuing at a good pace. Better attractions were cited as the most apparent reason for the upswing. Longer and more spectacular pictures were also singled out as important factors in catching the interest of audiences.

RKO Theatres officials also thought that pictures now in circulation are superior to product, on the whole, that was out last year at this time. An "unusually large number" of their current shows are being held over around the country, an executive said. He also noted that some pictures that did not do exceptionally well in New

York are doing "excellent" business in other situations around the country.

Skouras Theatres went along with the theory that product released at the years' end is better than that of the previous year. The noticeable upswing in business is probably due to the fact that so many of these top quality pictures came out nearly at the same time instead of having a wider spread, an executive said.

Not Frightened by TV

None of the theatremen questioned seemed to think that any decline or change in the quality of television offerings is greatly responsible for the "pleasantly growing response" of the public to theatre attendance.

Another theory brought forth by the Skouras executive was that the increase in box office receipts may not be as great it seems, in view of the fact that many theatres enjoyed a savings with the elimination of some Federal admissions tax last fall.

(Continued from page 1)

Fox, Philadelphia, Feb. 21, with other dates to follow as rapidly as exhibition prints can be obtained from Technicolor, Reynolds said, and added that the National Theatres circuit, Interstate Circuit, and others have booked "Thrillarama."

Reynolds said "Thrillarama Adventure" has been cut from a two-hour length, in which it was experimentally screened in Texas, to an hour and three-quarters, and that the color-matching problem, which caused some differentiation between panels in the first exhibition print, has been overcome by Technicolor technicians.

Exhibition policy will be roadshow with intermission, at "top popular prices," according to Reynolds. With newly designed aluminum-frame screen equipment, he pointed out, complete installation can be made including booth adjustments, within eight hours following a theatre's closing, and can be removed in the same time.

New York Taxes

(Continued from page 1)

publican ticket. It is no longer in existence, he said.

However, Senator Mitchell pointed out that the committee's promise to suggest a study of the amusement levy question was being kept. The committee of the affairs of the city of New York, of which Mitchell is chairman in the upper house, has a three-part program of study planned. A solution authorizing this is to be introduced during the current week.

Mitchell explained, "We are to study the three 't's—transit, taxes and traffic. Transit is the first to be considered. Taxes will be the second. When the committee comes to taxes, I, as senior member from New York, will bring up the matter of the amusement tax as part of the broad study."

Senator Mitchell continued that he did not know when the taxes phase will be reached.

Honor Hess Today

Colonel Dean E. Hess, whose life story is the subject of Universal-International's "Battle Hymn," will be honored by the Ohio delegation to the U.S. Senate and the House of Representatives at a luncheon in Washington today. The picture, which is in CinemaScope and Technicolor, will have its world premiere in Hess' native Marietta, Ohio, Feb. 10 as part of a state wide tribute. A special screening of the film will be held in Washington tonight for members of Congress from Ohio as well as press, radio and television correspondents.



BATTLE HYMN

Universal-International gives more than 4,760,000 families a capsule preview of Rock Hudson in "Battle Hymn," co-starring Martha Hyer and Dan Duryea, in a two-color advertisement in January McCall's.

The ad presents the picture as the true and exciting story of Dean Hess, a clergyman who turned fighter pilot and found peace within himself—the kind of picture that will make a strong appeal to the readers of McCall's, the magazine of Togetherness. Universal-International's ad in January McCall's is building box-office for exhibitors right now.

McCall's
The magazine of Togetherness, reaching more than 4,760,000 families

Brotherhood Chairmen Set

Industry executives in 14 key cities have accepted posts as area distributors or chairmen of the amusement industry's Brotherhood Drive for 1957. This was announced yesterday by William J. Heineman and Spyros S. Skouras, Jr., national co-chairmen of the inter-faith efforts sponsored by the National Conference of Christians and Jews.

The Brotherhood campaign will be formally launched Jan. 24 at a dinner in the Waldorf-Astoria Hotel in New York at which entertainment industry leaders will honor Jack L. Warner, Warner Bros. president, named recipient of the Brotherhood Award for 1957.

Distribution officials taking over area chairmanships for the national campaign are: Byron Adams, United Artists, Jacksonville; M. B. Adcock, Warner Bros., Minneapolis; Harry Germaine, Paramount, New Haven; Bill Hames, United Artists, Atlanta; Henry Haustein, Paramount, Seattle; James Hendel, United Artists, Pittsburgh, and L. Krause, RKO, Detroit;

Also William Kumins, Warner Bros., Boston; James Ricketts, Paramount, Denver; Frank Rule, Paramount, Dallas; Al Shimtken, Warner Bros., San Francisco; Joe Sugar, United Artists, New York; Max Westebbe, RKO, Albany, and C. Zagrans, RKO, Philadelphia.

Paramount Opens Final Sales Meeting Today

ST. LOUIS, Jan. 15 — Paramount will open the second and final part of its 1957 national sales and merchandising meeting at the Chase Hotel here tomorrow with George Weltner, president of Paramount Film Distributing Corp., presiding.

This meeting of division and branch managers and field merchandising representatives, all of the western half of the U. S., which Sidney Deneau manages, will center on sales policies and release and promotion plans for 1957 product.

The opening day will be devoted primarily to "The Ten Commandments," and subsequent days will be devoted to "Three Violent People," "The Rainmaker," "Fear Strikes Out," "Funny Face," "Gunfight at the OK Corral," "Omar Khayyam," "Beau James," "The Delicate Delinquent" and "The Buster Keaton Story."

Bogart Services Today

HOLLYWOOD, Jan. 15 — Funeral services for actor Humphrey Bogart will be held at 12:30 P.M. tomorrow at All Saints Episcopal Church in Beverly Hills. The service will be read by the Rev. Kermit Kestelone and the eulogy will be made by John Huston. Interment will follow at Forest Lawn Cemetery. The family has requested that flowers be omitted in favor of donations to the American Cancer Society.



M. P. DAILY picture

Over coffee-and-danish and very early yesterday morning Fred Schwartz broke to the trade the news his company now, after some delay, is a going concern with a list of exchanges and a complement of product. With him, DCA general manager Irving Wormser and sales manager Arthur Sachson.

DCA Schedules 23 for 1957

(Continued from page 1)

a "beyond any shadow of a doubt" faith in the future of the industry are responsible for the expansion of DCA at a time when some other film distributors are cutting back their operations, Schwartz asserted.

Ten exchange offices have been opened recently in the U.S. for DCA, replacing states rights franchise holders that have been handling the company's distribution up to now. Immediate plans call for a total of "15-18 exchanges throughout the U. S. and Canada before the end of 1957," he reported. Fieldmen and franchise holders will continue to operate in areas not reached by the exchanges, he said. The operation will be headed by general manager Irving Wormser and sales manager Arthur Sachson.

The new exchanges are in the following cities: New York, Boston, Philadelphia, Washington, Chicago, Cincinnati, Des Moines, Los Angeles, San Francisco and Seattle.

Distribution Schedules Classified

Distribution schedules for the company were classified into three types by Schwartz. The company intends to release annually "three to five top quality" pictures, "two or three exploitation package shows (four or six pictures) aimed at the increasing juvenile audience" and "10 to 12 of the best productions from the foreign market," he said.

Schwartz expressed the opinion that adult audiences were being lost in the concentration on juvenile and exploitation pictures, commenting that it is much harder to interest adults in returning to theatres than younger people.

He said that some "censorship" difficulties may be expected in some of DCA's foreign releases, but he felt that strictly adult features were as necessary as low-budget exploitation films aimed at other audience segments.

Criticizing "censor groups" and the

"single-standard" motion picture Production Code "which rates films only for general viewing," he called the present rating systems "not very realistic."

Cites 'Adults-Only' Plan

He cited special "adults only" classifications given to British films by that country's code authorities. He felt that U.S. exhibitors' resistance to showing pictures "condemned" by the Legion of Decency would be relaxed if the present Code were again revised to adopt such a standard and the ratings set up by an advisory group of "technical people qualified to understand the moral effects on audiences."

Schwartz pointed out that he was differentiating between "superior adult pictures" and "sex exploitation" films that deserved censure.

Summing up the 1957 outlook for DCA, he predicted that the company's gross at the year's end may increase "by as much as 300 per cent" over the previous year. He declined to give the previous year's figure.

SIMPP Seeks Increases In Pakistan Releases

The Society of Independent Motion Picture Producers is currently working on an agreement with Pakistan to permit a greater number of independents' pictures to be distributed in that country, according to industry sources here.

Until now there has been a very small market for independents in Pakistan, since "most of its available exchange has been earmarked for the major companies and import permits have been more or less tied to remittances," an industry official said.

It is understood that SIMPP president Ellis Arnall has discussed the matter with the State Department and that SIMPP is negotiating now with the Pakistan government to better the situation for the independents.

NEWS ROUNDUP

'La Strada' Given Award

The annual Joseph Burstyn Award for the best foreign-language film of 1956 was presented to the Italian film "La Strada" yesterday at a cocktail party at the Hotel Plaza given by the Independent Motion Picture Distributors Association of America. Archer Winsten, film critic of the "New York Post" presented the award, which was accepted by Joan Loring.

'Brave' Screenings Concluded

The 34-city preview screening program on "Three Brave Men" to mobilize local support for the picture was concluded by 20th Century-Fox yesterday. The national screenings, attended by more than 50,000 community leaders and the press, set in motion programs of support from such organizations as the Federation of Women's Clubs, Motion Picture Councils, United Church Women, National Council of Churches, American Jewish Committee and The American Civil Liberties Union.

RCA Answers Philco

Radio Corp. of America yesterday denied the charges made by Philco Corp. in a suit filed by Philco against RCA, General Electric Company, and American Telephone and Telegraph Co. RCA stated that "the obvious purpose and intent of the litigation was to throttle development of color television by reiteration of unfounded charges made in other pending and undecided cases involving RCA."

Move to Drop Kelso Tax

The Kelso, Wash., City council has ordered an ordinance drawn to remove the five per cent municipal tax on theatre admissions. Basil Bashor, Kelso theatre operator, had frequently requested such action in past years. The ordinance would drop the tax on March 1.

E. M. Loew's Wins OK For Concession Building

NEW HAVEN, Conn., Jan. 15—A permit for a concession building at the site for what will be the initial outdoor theatre within city limits has been issued by the Building Inspection Department to E. M. Loew's Theatres. Permission was requested more than a year ago.

E. M. Loew asked for the building permit in October, 1955. The building inspector gave preliminary approval, but later denied the permit. Loew then appealed to Superior Court and the city took the case to Supreme Court of Errors at State Capitol, Hartford. The theatre firm won each time.

"I CANNOT TELL A LIE!
**'THE WINGS
OF EAGLES'**
IS PERFECT
WASHINGTON'S BIRTHDAY
ENTERTAINMENT!"

**YOU
CAN
CHOP
DOWN
THIS
TREE
TOO!**





A BIG MONEY TEAM!

A perfect role for John Wayne, based on the life of reckless, fun-loving, devil-may-care "Spig" Wead.

John Ford the director knows how to deliver "Wayne Gold." Not since their "Quiet One" such laughs and excitement.



THE FUNNIEST!

Dan Dailey plays Wayne's rowdy side-kick and he rates an award for the comedy performance of the year!

RED-HEAD EYE-FULL

Beautiful Maureen O'Hara (*always great with Wayne!*) is feminine dynamite as the wife of an untamable husband.

**SPECIAL M-G-M NEWSPAPER ADS
TIED IN WITH WASHINGTON'S
BIRTHDAY PLAYDATES!**

ASK YOUR M-G-M BRANCH!

M-G-M presents in
METROCOLOR

**JOHN WAYNE
DAN DAILEY
MAUREEN O'HARA**

in

**"THE WINGS
OF EAGLES"**

Co-Starring

WARD BOND

Screen Play by
FRANK FENTON and WILLIAM WISTER HAINES

Based on the Life and Writings of
COMMANDER FRANK W. "SPIG" WEAD

Directed by JOHN FORD

Produced by CHARLES SCHNEE

(Available in Perspecta Stereophonic or 1-Channel Sound)

Art Film Co.

(Continued from page 1)

"Don Giovanni," for which he has 60 bookings already, and "Giselle," as performed by the Bolshoi Ballet.

Festival Productions also plans to retain the services of a sales manager and an initial staff of five key salesmen, Maxwell said. Discussions have been held about this with a number of industry distribution executives he added.

It was also learned yesterday that one of the distribution executives approached is Bernard Jacon, president of Jacon Film Distributors, who is leaving here tomorrow for a sales trip to Chicago, Detroit, Cleveland and Pittsburgh. Jacon would act as a sales and distribution consultant to Festival in addition to operating his own organization, it was explained.

Plans Eight Offices

Maxwell said it "is our plan to set up exchanges in New York, Chicago, Los Angeles, and the West Coast, Washington, D. C., Dallas, Boston, New Orleans and Denver." His organization plans to work closely with exhibitors and cultural groups in promotion of the product. "The success of the initial productions in the U. S. market will be a major factor in our production plans," Maxwell observed, adding that he hopes to boost the production of "artistic features from about three to 20 annually." He said that Festival's British organization, Harmony Films, has plans to begin production of the Sadler Wells performances of "Sleeping Beauty" or "Swan Lake" this coming summer.

Seeks 35 Per Cent Rental

The British executive, a newcomer to the industry, said it is Festival's plan to seek a 35 per cent film rental in first run situations for the company product. "We need only 500 bookings to show a profit and to meet the negative cost," he said. There is a future possibility that Festival will also acquire theatres under leasing and guarantee agreements.

Goldenson

(Continued from page 1)

a testimonial dinner on Feb. 18 in the Grand Ballroom of the Waldorf-Astoria Hotel here.

The Hon. Richard C. Patterson, Jr., New York City commissioner of commerce and public events, will serve as honorary chairman and will preside at the dinner. Spyros P. Skouras, president of 20th Century-Fox and recipient of the 1955 Humanitarian Award, will serve as chairman of the dinner committee. Leon Leonidoff, vice-president and stage producer of the Radio City Music Hall, will be in charge of the entertainment program for the testimonial dinner.

FBFM to Aid

(Continued from page 1)

here for talks with officials of Columbia Pictures.

Ealing Studios of London on Monday announced the organization of the Federation of British Film Makers. The one producers group that existed before, British Film Producers Association, was found "unsatisfactory" by Ealing and several other British companies as a representative of British production, it was reported.

Not Member of BFPA

Warwick and some of the other companies which formed the new group have never been members of the BFPA.

"We 'outsiders' have never known what went on behind the locked doors of the BFPA," Broccoli said. "Although we were not members, we were forced to let the BFPA represent us in labor and governmental affairs. Now we have an organization which is more democratic in representing the independent British producers.

'Bound to Improve'

"British product is bound to improve, now that the independents will be better informed of what's going on in the industry, and will have a more reliable representative body looking after their interests," he said.

RCA Appointments

(Continued from page 1)

capacity as chairman of the board and as chief executive officer of the corporation.

Folsom has served as president of RCA since 1949. Burns has been a senior partner and vice chairman of the executive committee of the management consultant firm of Booz, Allen and Hamilton, which he joined in 1941.

Spiegel Seeks Actor

Producer Sam Spiegel has arrived here to seek a young actor to fill a key spot in his production for Columbia, "The Bridge on the River Kwai." Spiegel must have his "find" in Asia no later than January 25. He will audition West Coast actors also.

Television Today

TCF-TV To Produce Seven Half-Hour Series

HOLLYWOOD, Jan. 15.—TCF-TV Productions is proceeding immediately with the preparation of seven new half-hour television series, pilots of which will be filmed within the next three months, according to Irving Asher, executive in charge of production for the 20th Century-Fox subsidiary.

Asher made the announcement upon his return from New York, where he had a series of conferences with Oliver A. Unger, executive vice-president of National Telefilm Associates film network, and with Spyros P. Skouras, president of 20th Century-Fox.

Four of the seven pilots will be made for the NTA film network, of which 20th Century-Fox recently acquired a 50 per cent interest, and the remaining three series will be available to other networks and sponsors.

Three of the first four shows for

27 Feature Films on WCBS-TV Here in Jan

WCBS-TV will present 27 feature films new to New York television during January as films from the Warner Bros. library join forces with the station's M-G-M and Columbia for "Late Show" and "Early Show."

Included are such films from Warner library as "The Maltese Falcon," "George Washington Slept Here," "The Sea Wolf," "Dodge City" and "God Is My Co-pilot." M-G-M is represented by "Thirty Seconds Over Tokyo," "Comrade X," "Fanny Bascomb," "The Thin Man," "Lucky Finds Andy Hardy" and "The Bribe." Due from Columbia are "Slightly French" and "Panic on the Air."

NTA will be "How to Marry a Millionaire," "Mother Is a Freshman" and "Anything, Inc." The four property will be selected shortly from a list submitted by TCF-TV NTA.

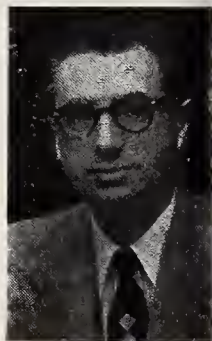
One Man's TV Views

By Pinky Herman

NOBEL Prize Winner, Dr. Glenn Seaborg of the University of California, has commended ABC-TV's "Disneyland," for directing the attention of the country's young people to science, and particularly to that program's episode, "Our Friend, the Atom," which will be seen next Wednesday. . . . Hal March flies to Miami Feb. 17 to emcee the Firemen's-Policemen's Benevolent Assn. Show at the Kennel Club. . . . ABC's "Big Mike" and "Big Jake," two of the largest TV camera lens in existence, which were first used for telescopic shots of President Eisenhower's arrival in San Francisco for the Republican National Convention, will again be used next Monday for the inaugural in Washington. . . . Paul Henreid and Claudette Colbert will co-star in H. Allen Smith's romantic comedy, "One Coat of White," on "Playhouse 90" CBS Show Thurs. Feb. 21. Ralph Nelson will meg, with Martin Manilus producing. . . . Rodgers & Hammerstein's first original musical for TV, "Cinderella" will be CBSeen Sunday, March 31 (8:00-9:30 P.M.) will star Julie Andrews and will be produced in color by Richard Lewine. Co-Sponsored by Pepsi-Cola and Shulton, Inc.

★ ★ ★

Easily one of New York's most popular deejays, every bit as popular with Tin Pan Alleyites as he is with his legion of admiring listeners, Jack Lacy will celebrate his 10th anniversary at WINS and his 20th year in radio with an "On the air party" Jan. 25. We've often felt that Lacy not only knows his music but Jack has the talent and ability to emcee a TV variety series and we predict that some smart sponsor or TV exec will thank us for the tip. . . . Paul Vario has joined the public relations firm of G. J. Siegmund Inc. Vario was formerly a producer of European motion pictures. . . . The Merv Framers (He's associate producer at Walt Frammer Productions) became proud parents of their second child, Neil Ira, last Friday at the Hempstead General Hospital. . . . The composer of "Shadrach," Robert MacGimsey, was commissioned to clef a special composition for President Eisenhower's inauguration. The song, "Peace On Earth," will be sung during the festivities by a choir of 150 voices. . . . Bette Davis and Gary Merrill make their TV debut as a team in G. E. Theatre drama "Coda To A Writer's Conference," which rolls before the cameras at Revue Productions early in Feb.



Jack Lacy

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OL. 81, NO. 12

NEW YORK, U.S.A., THURSDAY, JANUARY 17, 1957

TEN CENTS

Eisenhower

Asks Delay in Substantial' Tax Reduction

Notes Need of Relief for Small Businesses

By J. A. OTTEN

WASHINGTON, Jan. 16. — President Eisenhower told Congress it must cut off small business and excise tax relief proposals involving any "substantial loss of revenue."

He said Congress should consider those small business tax relief schemes which entail "a minimum loss of revenue." No one in the administration was ready to say exactly what these might be, and Treasury Secretary Humphrey said that the President hasn't even urged Congress to approve these changes but merely to "consider" them.

The tax views, contained in the President's annual budget message sent Congress at noon today, didn't mention the admissions tax specifically. (Continued on page 4)

Further Extension of Minimum Wage Sought

From THE DAILY Bureau

WASHINGTON, Jan. 16 — President Eisenhower asked Congress again to extend the Federal minimum wage law "to additional workers."

The President's budget message gave no details. These will be supplied by Labor Secretary Mitchell when Congressional hearings start. The President also asked Congress to extend the life of the Small Business Act. (Continued on page 5)

Virginia Group Hears Goldberg Compo Plea

Special to THE DAILY

RICHMOND, Va., Jan. 16—Exhibitors of this state gathered in goodly numbers here today for the meeting of the Virginia Motion Picture Theatre Association despite the fact that Virginia is practically snow bound by its first snow in two years. Harry (Continued on page 2)

Danish, Spanish Situations Encouraging

New Problems Loom for Industry Abroad As Others Near Solution

From THE DAILY Bureau

WASHINGTON, Jan. 15.—The year ahead will see a few solutions to existing industry problems abroad, but will doubtless see also the emergence of some new problems, according to State Department officials.

Balaban Sees Business Rise

By SAMUEL D. BERNIS

HOLLYWOOD, Jan. 16 — Barney Balaban, president of Paramount Pictures, today told MOTION PICTURE DAILY that business is on the upbeat, according to revenues reported in the final quarter of 1956 and to indications thus far in 1957. Citing the re-opening of the long-closed Garrick Theatre, Chicago, as a sign of the (Continued on page 2)

Seek Clarification of Brazilian Film Ruling

The board of directors of the Motion Picture Export Association has asked the Film Board of Brazil for further clarification of a governmental plan to increase admission prices on programs running two hours or more. The MPEA directors requested the (Continued on page 2)

In Denmark, the 18-month embargo which stopped the flow of American pictures to that country may be nearing an end. According to the Department, the tightly-controlled Danish exhibitor organization is close to reaching an agreement with American distributors on film rentals—the subject in dispute. A similar situation in Spain, which has also been cut off from American films for some time, may also be solved soon, the department feels.

Distributors appear to be headed for (Continued on page 6)

New 10% Ticket Tax Levied in Argentina

The Argentine government has enacted a new national law in support of the domestic film industry which calls for a special 10 per cent tax on admissions to support domestic production and the establishment of a national motion picture institute, according to the Motion Picture Export Association.

The MPEA yesterday said that under the new decree, the Argentine film (Continued on page 2)

20th-Fox' Six-Month Releasing Schedule Its Largest Line-Up in Over Decade: Harrison

Twenty-six films will be released by 20th Century-Fox between January and June in the "largest six-month product line-up in more than ten years," Alex Harrison, general sales manager, announced yesterday.

The half year slate is part of an overall distribution program for 1957 of more than 50 attractions announced recently by president Spyros P. Skouras.

Going into general distribution in January are three films playing selected engagements currently: "Anastasia," "The Girl Can't Help It," and "Oklahoma." Additional releases for that month include "Three Brave Men," "Smiley," and "The Quiet Man." February releases are "The True Story of Jesse James," "Oh Men! Oh Women!" and "Two Grooms for a Bride." For March the company will have "Heaven Knows, Mr. Allison," "The River's Edge," "The Storm Rider," and "Break in the Circle."

Set for April are "Boy on a Dolphin," "China Gate," "Kronos," and "The She-Devil." May product includes "The Way to the Gold," "The Desk Set," "The Wayward Bus," "The Restless Breed," and "All That I Have." Heading the list for June is Darryl F. Zanuck's "Island in the Sun." Others for that month include "Three Faces of Eve," "Bernadine," and "Lure of the Swamps."

See Replies Tomorrow

Ask COMPO Units Approve Sweepstakes

To Continue Discussions At Monday Night Meeting

Letters outlining plans for the Academy Award Sweepstakes have been sent to all member units of the Council of Motion Picture Organizations, whose approval must be obtained before promotion can be undertaken as a COMPO enterprise. This further progress in the Sweepstakes preparations was reported at a meeting here Tuesday night of representatives of the COMPO press relations committee and the Motion Picture Association business-building committee at the Sheraton-Astor Hotel. Also at (Continued on page 5)

Texas Compo Presses State Tax Campaign

Special to THE DAILY

DALLAS, Tex., Jan. 16.—Texas COMPO is currently seeking to obtain further adjustment of the state admission tax on theatre tickets in a campaign emphasizing contact with state legislators. The main objective is to boost the present Texas tax exemption from 81 cents to one dollar.

Exhibitor committees within the (Continued on page 5)

Chromatic Facilities Acquired by Litton

The acquisition by Litton Industries of a license agreement and of the Emeryville, Cal., experimental and development facilities of Chromatic TV Laboratories, Inc., was announced here yesterday by Litton president. (Continued on page 4)

Televisión Today

Page
4

PERSONAL MENTION

ROGER E. LEWIS, United Artists national director of advertising-publicity, left here yesterday for New Orleans.

HUGH OWEN, Paramount Eastern sales manager, returned to New York yesterday from Hollywood.

DR. RENZO RUFINI, president of I.F.E. Releasing Corp., will arrive in New York next week from Italy.

MURRAY SILVERSTONE, president of 20th Century-Fox International, became a grandfather yesterday when his daughter, **MRS. MICHAEL GARRISON**, gave birth to boy here at Lenox Hill Hospital.

BERNARD KAMBER, Hecht-Hill-Lancaster executive, is in Miami Beach from New York.

RUSSELL HOLMAN, Paramount's Eastern production manager, will return to New York at the weekend from the Coast.

JOAN CRAWFORD, her two children and her husband, **ALFRED STEELE**, board chairman of Pepsi-Cola, will return to New York from Europe today aboard the "Queen Mary."

WILLIAM BERKE, producer, has returned to Hollywood from New York.

JOHN W. MEYER, executive producer for Claridge Productions, has left New York for Miami en route to South America.

Virginia Group

(Continued from page 1)

Goldberg, director of advertising and publicity for Stanley Warner Theatres, was the principle speaker of the morning session. He stressed the need for all theatre owners of United States to support the plans—of the Council of Motion Picture Organizations designed to get people out of their homes and into the theatres. He pointed out that every business in our country has to meet stiff competition but that the motion picture industry is behind in doing what it can do to compete with television. He urged all present to support COMPO financially so that it will be able to put its many plans into operation.

Parke Rouse, Jr., executive director of the Jamestown Festival, gave a

Argentina

(Continued from page 1)

institute would censor motion pictures, classify motion picture theatres in the Buenos Aires area and see to it that native pictures receive adequate bookings at specified rental rates.

The Argentine film institute would also deal with international film festivals and otherwise concern itself with the development of the national film industry, the MPEA said.

Texas Drive-In Owners Slate February Meet

Special to THE DAILY

DALLAS, Jan. 16.—A statewide convention of the Texas Drive-in Theatre Owners Association will be held here Feb. 26-27 at the Adolphus Hotel. Registrations and a pre-convention cocktail party will open the social program on Monday, Feb. 25, at the hotel, it was announced by **Edward Joseph**, president of the Association. Business sessions on both days of the convention will be announced at a later date.

The main banquet is scheduled for 7:00 P.M. Wednesday at the hotel. A nationally known showman will be scheduled for an address, **Joseph** said.

Seek Clarification

(Continued from page 1)

Brazilian board to specify as to whether the ruling applies to "pictures" or "programs" running over 120 minutes.

The situation in Denmark was also discussed by the MPEA board at its weekly meeting. They were also informed that MPEA overseas representatives **Charles Baldwin** and **Herbert Erlanger** will meet and go to Turkey on that market's tax situation on Jan. 20.

Dervin Rites Saturday

Requiem Mass will be held Saturday at 10 A.M., at Hugh Cannon Funeral Home, Dedham, Mass., for **Francis P. Dervin**, 56, RKO Radio executive, who died in his sleep here Tuesday night at the Park Sheraton Hotel. He was assistant to **Edward L. Walton**, RKO vice-president.

detailed account of the many promotion events that will take place during the eight-month celebration of the 350th anniversary of the first permanent settlement in America, which begins in April. Hundreds of thousands of visitors are expected to visit Virginia during this period, which could mean increased business for all theatres.

"Bucks for bell ringers" was the promotion publicity theme of the afternoon forum session.

Story Material Main Film Problem: Pakula

Procurement of the "right story property" for feature production is the main problem confronting producers today, in the opinion of independent producer **Allen Pakula**, who recently completed "Fear Strikes Out" for Paramount Pictures.

Pakula, who for six years was assistant to **Don Hartman** at Paramount, recently arrived here from the Coast to aid in the distribution and promotional plans for his film and to prepare for future legitimate theatre, motion picture and television programs.

The young producer, in partnership with director **Bob Mulligan**, has formed **Pakula-Mulligan Productions, Inc.** The team, which turned out "Fear Strikes Out," is preparing "Laurette" and "Legend of Lizzie" for the 1957-58 Broadway stage and is negotiating for the services of acting talent to star in their next film venture this summer. Also, **Pakula-Mulligan** has some plans to produce one or two television "spectaculars" this year.

'Has a Lot to Learn'

Aware that he still "has a lot to learn about the motion picture industry," **Pakula** declared here yesterday that "the selection of proper screen material is the primary problem of Hollywood independent producers today. Once a producer gets a vehicle which he believes in, and for which he secures the proper directorial and acting talents, it is easy to secure the necessary financing. Despite a tight money market, the major studios will back a good film." **Pakula** said that Paramount financed "Fear Strikes Out" and that the negative cost on the film is close to \$1,000,000.

Fox Sales Meeting Underway in Atlanta

ATLANTA, Jan. 16.—The second in a series of five 20th Century-Fox divisional sales meetings has been convened here by **Alex Harrison**, general sales manager, to set merchandising and promotional plans for the company's expanded product line-up of more than 50 pictures this year.

The current session, bringing together executives of the company's eight Southern sales offices, are being led by **Harrison** and **Harry G. Balance**, Southern division manager, assisted by district managers **Paul S. Wilson**, South-East, and **Mark Sheridan, Jr.**, South-West.

Rodney Bush, exploitation director, who flew here from New York with the general sales manager, is conducting a promotional seminar in conjunction with the merchandising conclave.

We Must Lead, Says Johnston

The U.S., having created a capitalistic, free-enterprise economy which has made it a world leader, must continue to lead, **Erie Johnston**, president of the Motion Picture Association of America, told members of the U.S. Council of the International Chamber of Commerce yesterday.

Addressing the annual meeting of the group at the Plaza Hotel here, **Johnston** suggested four goals for long range foreign economic development which he, as chairman of the International Development Advisory Board, felt should be considered in Congress and the White House during forthcoming foreign aid studies.

Suggests Four-Point Plan

He recommended the establishment of a continuous policy, a foreign development program capable of meeting the immediate demands of underdeveloped countries, consideration of loans instead of grants to other countries and programs to stimulate private investments in underdeveloped nations.

Balaban Sees

(Continued from page 1)

times, **Balaban** pointed out that lengthy runs of attractions like **Cine-Rama**, "The Ten Commandments" and "Around the World in 80 Days," which remove certain prime theatres from active bidding competition for product for long periods, serve to "enrich flow of product to other theatres."

Questioned on whether a decision has been reached concerning the releasing of Paramount backlog to television, **Balaban** said he is currently checking all rights to the company's backlog to evaluate the advisability of such a sale, and is studying elements involved in the question of whether company should release the library at this time, sell it outright, enter into a leasing operation, or withhold it entirely for present.

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Televisión Today

ChromaticTV Who's Where

(Continued from page 1)

dent Charles B. Thornton and Barney Balaban, president of Paramount Pictures Corp.

Chromatic is a subsidiary of Paramount and is the developer of the Lawrence color television tube invented by Nobel Prizewinner Dr. Ernest O. Lawrence. Litton Industries, principally engaged in research and production of advanced electronics equipments, operates plants and laboratories in California, New York, Maryland and Indiana.

The Emeryville organization, as part of Litton Industries, will now be devoting its facilities and scientific manpower to the application of the Lawrence tube to military and industrial uses, Thornton said.

Lawrence Tube Volume Production By Early Summer, Says Raibourn

HOLLYWOOD, Jan. 16—Paul Raibourn, vice-president of Paramount Pictures, speaking at a press conference held here today, said the Lawrence color-television tube will be ready for volume production by early summer, and that sets using it, under license, should be on market for sale to the public by autumn.

Set prices will be about two-thirds the price of color-television sets now on the market, Raibourn indicated, and the sets will require little if any more servicing than black-and-white.

DuMont sets will not be the only ones equipped with the Lawrence tube (described as "single-gun" in contrast with "multi-gun" sets now in general use), as the tubes will be offered for license to all set manufacturers, Raibourn said, and he added the reminder that the receivers will be completely compatible.

New 'Emmy' Telecast

For the first time in its history, the Academy of Television Arts and Sciences will present a nominations ceremony for television's "Emmy Awards," to be broadcast from New York and Los Angeles on the NBC radio network Feb. 16. The new ceremonies will be co-sponsored by the Oldsmobile Division of General Motors Corp., the Radio Corp. of America and the Whirlpool-Seeger Corp.

Buys GPL Systems

TelePrompter Corp., which recently acquired Sheraton Closed Circuit, Inc., has purchased from General Precision Laboratory, Inc., Pleasantville, N. Y., 100 newly designed big screen television projection systems and has concluded an agreement to become the only national distributor for the GPL systems and allied closed circuit equipment, it is announced by Irving B. Kahn, president of TelePrompter.

Robert D. Levitt has been elected president and a director of California National Productions, Inc., NBC subsidiary.

Richard Carlton, vice-president of Trans-Lux Television Corp has announced the appointment of Irving Kleinfeld as sales service manager. Kleinfeld formerly was associated with the editing and service departments of the Sterling Television Corp.

Adolph L. Seton, assistant director of ABC Press Information, has joined the advertising and promotion department as manager of On-The-Air Promotion, a newly-created position, it was announced by John H. Eckstein, director of advertising and promotion.

Eugene C. Wyatt has been appointed national program sales manager for the ABC Television Network, a newly-created post, Slocum Chapin, vice-president in charge of sales for the ABC-TV network, has announced. The appointment is effective March 4.

U.S. Television Sets Continue on Increase

WASHINGTON, Jan. 16 — The number of American households owning television sets has continued to increase, according to a report released today by the Census Bureau.

Census found in its latest survey made in August of this year, that 76 per cent of American households had television sets, compared with 73 per cent in February, 1956, and 67 per cent in June, 1955.

The highest concentration of these sets was in metropolitan areas, Census declared, and the lowest in rural areas. Census pointed out, however, that the most rapid growth of television set owners recently has occurred in rural areas. About 60 per cent of all rural households had television sets in August, 1956, Census found, compared with 55 per cent in February, 1956, and 46 per cent in June, 1955. In the metropolitan area, Census said, 84 per cent of the households had television sets in August, 1956, 82 per cent in February of that year, and 78 per cent in 1955.

New Lescoulie Post

Jack Lescoulie, one of television's top announcers and sports personalities, will be host for NBC-TV's new five-nights-a-week "Tonight" show starting January 28. Lescoulie leaves NBC-TV's "Today" show after five years as right hand man for Dave Garroway.

Tax Reduction

(Continued from page 1)

cally, but did say that "it would be neither fair nor appropriate to allow exise and corporate tax reductions to be made at a time when a general tax reduction cannot be undertaken." The President specifically asked continuation for another year—until April 1, 1958—of the present 52 per cent corporate tax rate, which otherwise would fall to 47 per cent this April 1.

Recalls Last Year's Proposals

The President noted that the Cabinet Committee on Small Business last year made a series of tax relief proposals—proposals that have since been endorsed by exhibitor groups. "Some relief in the tax burden affecting small business, as recommended by that committee, which will give help with a minimum loss of revenue should have early consideration by the Congress," he said. "Any changes involving substantial loss of revenue should be considered at a later time when a general tax reduction is possible."

Humphrey said the administration would definitely oppose the key recommendation in the Cabinet report—a suggestion that the 30 per cent tax rate on the first \$25,000 of corporate earnings be cut to 20 per cent. He said this would involve a \$440,800,000 annual revenue loss, and that anyhow, he felt individual taxpayers should get relief ahead of corporations.

May Favor Small Firms

The Cabinet Committee also recommended easier depreciation allowances on used equipment, easier estate tax treatment for small firms, and giving closely-held firms the right to be taxed as partnerships. Humphrey wouldn't say which, if any of these, he endorsed.

By indirection Humphrey criticized the film industry for its two successful tax relief campaigns in recent years. "There is hardly any group that can't show that they are hurt by the taxes they pay, he told a press conference. "Any group can make a case for tax relief. And if that group is sufficiently powerful, Congress gives them consideration." He said if Congress would stop making a series of small tax cuts for special groups, the day would come more quickly when a substantial tax cut could be voted for everyone.

Revenue Drop Expected

The budget message estimated that general admissions tax collections, as a result of the increased exemption that went into effect Sept. 1, would drop from \$104,018,000 in the year ending last June 30 to \$68,000,000 in the year ending this coming June 30 and to \$45,000,000 in the year starting this coming July 1.

The budget message dropped a tax proposal that the administration had previously pushed and in which film distributors had been interested. This was one to tax firms doing business overseas at a 14 percentage point low-

Convert Historical Films To Nitrate Base by Govt.

From THE DAILY Bureau

WASHINGTON, Jan. 16 — The Government is completing the conversion to nitrate base film of some 5,000,000 feet of valuable historical film, the President's budget message revealed. The film is held by the National Archives, and was on an acetate base and threatened with destruction. The conversion process was started in 1954 and is now almost finished, the budget message said.

REVIEW:

Women of Pitcairn Island

Regal Films—20th Century-Fox

This Wisberg-Yarbrough Production, being released via Regal under the 20th-Fox banner, carries on the proud Hollywood tradition of escapist entertainment. It has the considerable acting competency of James Craig, Lynn Bari and Arleen Whelan, against a storybook 1847 South Seas Island setting.

Miss Bari is seen as leader of island residents, consisting in the main of native widows and children of mutineers of the HMS Bounty. Miss Bari, son, John Smith, fancies himself in love with Sue England, but Miss Whelan, admittedly of an older generation, takes a romantic interest in the lad. These emotional outbursts are soon second-fiddle, however, to bigger trouble as House Peters Jr., shipwrecked sailor, lands on Pitcairn and is sent to his demise by a wild boar while attempting to bury a fortune in pearls previously heisted from Craig and other nondescript gentlemen.

Craig and his men arrive on the island, their tempers at trigger pitch eager to do away with Peters. They eventually go into battle against the Bari forces, but she is able to divert their main strength by creating the hoax that Peters is still alive. All ends well for the Bari forces.

Running time, 72 minutes. General classification. For December release.

A. M. W.

or rate than domestic firms. Treasury officials said the omission from this year's message was "not inadvertent" and that it indicated the administration was abandoning this proposal for the present. The message did urge that continued emphasis be given to negotiating with foreign countries treaties to exempt from double income tax burden—in the U.S. and in the foreign country—money earned overseas by U.S. firms.

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National Pre-Selling

"RAINTREE County" gets considerable assistance from a pictorial and text story on Montgomery Clift in the January issue of "McCall's."

Elizabeth Taylor, Eva Marie Saint and Clift are shown in full color photos taken on production sets. These photos are used to illustrate the personality story of Clift. The article opens on a two-page spread. The right hand page of the spread is used for a full-color photo of Clift made by Bob Willoughby.

Louis Berg has written an entertaining article about Yul Brynner's self-imposed baldness for the January 10 issue of "This Week." According to Berg, Yul Brynner uses an electric shaver on his "noggin" each day. Photos from "The Ten Commandments," "The King and I" and "Anastasia" show Brynner at his closely shaven best.

"Sixteenth Century Japan, like the wild west of the U.S., was a land of howling warriors and drumming horse hooves," reports "Life" in the January 4 issue. "Knightly Samurai and evil bands engaged each other, and sometimes virtue triumphed. This era is celebrated in a Japanese film called 'The Magnificent Seven', a warm, seriously exciting and gently satirical tale about knights of Nippon now being shown in New York."

"The Rainmaker," the Hal Wallis production starring Katharine Hepburn and Burt Lancaster, has been selected by "Seventeen" as the picture of the month for February.

"'Wee Geordie,' because it has naturalness, warmth and the delicious type of humor which distinguished 'Tight Little Island,' is one of the season's delights," reports Florence Tomers in the January issue of "Redbook."

Lawrence Quirk of the editorial staff of MOTION PICTURE HERALD has written a profile of Charlton Heston for the February issue of "Movie Stars Parade" that penetrates deeply into the character and career of the man who played Moses in "The Ten Commandments." Heston's son played the part of the infant Moses in the Cecil DeMille production, but Charlton said "My son won't take up acting again, if ever, until he is fully grown, and preferably past his 21st birthday."

John Ford's "The Wings of the Eagle," starring John Wayne, will be advertised in newspapers located in many cities across the nation for Washington's birthday bookings. Half-page ads in two colors will be used in exchange situations, and specially prepared attractive ads will appear in the other cities playing "The Wings of the Eagle."

WALTER HAAS

Seek Compo 'OK' of 'Sweeps' Minimum Pay

(Continued from page 1)

tending was Wilbur Snaper, representing National Allied.

The group was told that replies to letters on the Sweepstakes should be in COMPO's hands by tomorrow.

Also discussed at the meeting was the MPAA committee's plan for a Hollywood Golden Jubilee celebrating this year as the 50th anniversary of the first motion picture produced in Hollywood. It was decided to drop the word Hollywood from the title and call the celebration the Golden Jubilee of Motion Pictures.

Another Meeting Monday

No decision was reached on the various phases of the jubilee celebration, pending development of further details for presentation to the joint committee. This is expected to be done next Monday night at a meeting of the committee at the Harvard Club.

The pressbook for the Sweepstakes is now in work, it was reported, and Jane Russell has consented to appear in a trailer that will announce the sweepstakes to theatre audiences. The field exploitation men of eight companies have been enlisted as a group to spearhead the solicitation of exhibitor participation in each exchange area and to help exhibitors in staging the sweepstakes. Company tie-up contacts will be asked to promote prizes

that can be added to the prizes to be promoted by exhibitors.

Harry Mandel, chairman of the COMPO press relations committee, who presided, was authorized to name a committee to work out a plan for financing the program.

Charles E. McCarthy, COMPO information director, was authorized to solicit the assistance of theatre men throughout the country who have been the mainstay of previous COMPO efforts, both for tax relief and in promotion activities. Mandel pointed out that the Audience Awards planning committee, made up of theatre advertising people from various parts of the country, had performed an "excellent job" for year's Audience Awards.

Committee of Six

This committee was composed of Mrs. Alice N. Gorham of Detroit, Ralph Russell of Canton, O., Paul Levi of Boston, Emil Bernstecker of Atlanta, Senn Lawler of Kansas City and Paul Lyday of Denver.

Those attending the meeting were Mandel, Harry Goldberg, Ernest Emmerling and Charles E. McCarthy of the COMPO press relations committee, Si Scadler, Al Tamarin, Jeff Livingston, Taylor Mills, Charles Cohen, Eddie Solomon and Max Stein of the MPAA group, in addition to Snaper.

(Continued from page 1)

ness Administration, scheduled to expire under present law June 30. He said SBA would need \$111,000,000 more money this year and next to meet loan demands.

Other legislative requests put before Congress by the President today were these:

Action to require large firms planning to merge to give advance notice to the government. The President said additional steps to tighten the anti-trust laws would be spelled out in detail in his coming economic message.

Permission for employers to combine their reporting of income and social security taxes withheld from employers wages. This would help small firms especially.

Broader coverage of the Federal Unemployment Compensation Act, possibly to smaller theatres.

Favors an Arts Commission

Establishment of a Federal Advisory Commission on the Arts.

Later today, ten AFL-CIO leaders called on the President to launch a union drive for broadened minimum wage coverage and an increase in the \$1 minimum to \$1.25 an hour. They said the President gave them a sympathetic reception but made no commitment beyond the budget message.

Texas Compo

(Continued from page 1)

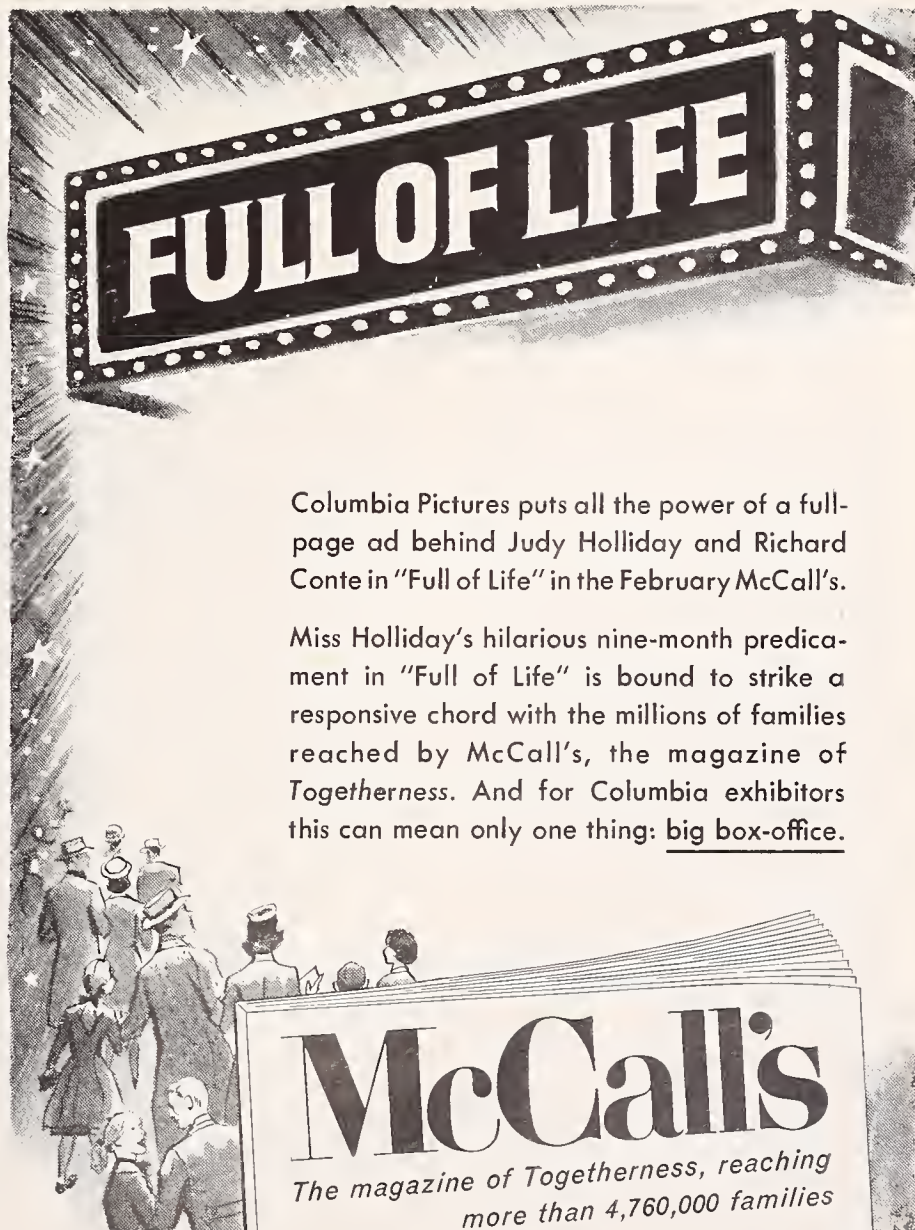
Senatorial districts have spent the past month making contact with the 150 state legislators and 31 state senators in 254 Texas counties relating to their constituent lawmakers why the tax should be adjusted. W. O. Reed, general counsel for Texas COMPO, has set up temporary headquarters in Austin to guide the campaign.

The principal argument made for adjusting the tax is the fact that "the tax is discriminatory since it applies only to dog and horse racing (now outlawed in Texas), opera (unless it is sponsored, which it is in most cases), circuses (now almost non-existent) and motion picture theatres."

Bigger Pictures a Factor

Another point stressed is the trend toward "blockbuster type" pictures which require fewer and longer performances, necessitating an admission increase for many theatres into the taxable range already exempt from the Federal tax. Too, loss to the State Treasury would be negligible since only about \$60,000 was collected last year on the admission tax derived from the 81-cent through one dollar bracket.

The present tax structure allows an exemption through 80 cents with a 3-cent tax on admissions of 81 cents to 91 cents, 5-cent tax on admissions from 91 cents through one dollar and an additional one cent tax on each ten cents or fractional part thereof beginning at \$1.01.



FULL OF LIFE

Columbia Pictures puts all the power of a full-page ad behind Judy Holliday and Richard Conte in "Full of Life" in the February McCall's.

Miss Holliday's hilarious nine-month predicament in "Full of Life" is bound to strike a responsive chord with the millions of families reached by McCall's, the magazine of *Togetherness*. And for Columbia exhibitors this can mean only one thing: **big box-office.**

McCall's
The magazine of *Togetherness*, reaching more than 4,760,000 families

PEOPLE

Don Mack, head of Filmack Trailer Company's New York studios, has announced the appointment of Max Landow as head of the television production department. Mack, here for a meeting to discuss Filmack plans for the future, said Jack Saperstein will continue as head of the theatre trailer department. He added that the New York sales staff will remain the same; he will head the company's TV sales and Max Herschmann will be in charge of theatre sales.

□

Howard L. Miller has been appointed manager of wage administration and Paul A. Gerhard has been named manager of salary administration for the Eastman Kodak Co. Miller will be responsible for coordinating the development of the company's pay plans for hourly and weekly paid classifications. Gerhard will co-ordinate pay plans for salaried positions.

□

Dr. Douglas H. Ewing, vice-president, RCA Laboratories, has been named vice-president, research and engineering, of the Radio Corporation of America, it has been announced by Dr. E. W. Engstrom, senior executive vice-president of RCA.

□

Nat Liebeskind, general manager of Azteca Films, Inc., has resigned, effective immediately. He will announce his new affiliation soon.

Mexican State Levies Tax on All Films

From THE DAILY Bureau

MEXICO CITY, Jan. 16—Distributors here have suspended service to northern Baja California, Mexico's youngest state, because the government there has decreed a five per cent tax on all pictures.

Baja California exhibitors have applied to a State court for a writ to restrain enforcement of the tax law, and the National Cinematographic Industry Chamber has appealed to Angel Carvajal, secretary of the interior, the Federal Government department that has jurisdiction over States administrations, to induce the Baja California government to annul the tax. The chamber fears that the impost will drive Baja California exhibitors out of business.

W. B. Campaign Prizes

In conjunction with Warner Bros.' "The Big Land" the company will award a \$100 Savings Bond to the three theatre managers who set up the best advertising and publicity campaigns for their individual engagements during the period of saturation premieres in the Kansas City and St. Louis branch areas.

REVIEWS:

Istanbul

AN ACTION MELODRAMA INVOLVING smuggled diamonds and their disappearance, is interwoven with a heart-appeal romantic drama involving a lovely lady's amnesia after a fire, for rather confused and only tepid results in this Universal-International film starring Errol Flynn and Cornell Borchers.

Miss Borchers is lovely and beguiling, making the most of her assignment, and the doings are at their most effective when she is on screen. Flynn is rather subdued and low-keyed in his portrayal of an American pilot-adventurer suspected by Istanbul customs inspector John Bentley of smuggling the diamonds. A good cast is led by Bentley, Torin Thatcher, Leif Erickson, Peggy Knudsen and Martin Benson, and Nat "King" Cole sparks things up from time to time with his renditions of such sweet ballads as "When I Fall in Love" and "I Was a Little Too Lonely."

There is much hurrying and scurrying and some confused chess-playing around Istanbul with the diamonds the bait. Flynn finds the diamonds concealed in a brooch he had intended as a gift for Miss Borchers, and hides them in a ceiling fan. Benson, a shady antique dealer, chases Flynn around town trying to recover the diamonds, and alternates between beating up our hero in alleys and trying to persuade him to yield the stones by more civilized means.

Meanwhile Flynn has been romancing a German girl, Miss Borchers, and as they prepare to fly to Paris, where they will marry, she is presumably lost in an apartment house fire. Five years later, she turns up, an amnesiac, and the wife of a wealthy Englishman, Torin Thatcher. From here on the story alternates between the resolution of Miss Borchers' dilemma and Flynn's cat-and-mouse game with the crooks and the customs inspector. None of it works up any really warm interest for the viewer, perhaps because neither plot idea is developed sufficiently. The settings are handsome, however, and Joseph Pevney's direction is competent. Albert J. Cohen produced. The screenplay is by Seton I. Miller, Barbara Gray and Richard Alen Simmons from a story by Miller. Running time, 84 minutes. General classification. For February release.

LAWRENCE J. QUIRK

Crime of Passion

United Artists

BARBARA STANWYCK, one of Hollywood's ablest troupers, also holder of one of its longest career records, 28 years, succeeds in making her latest melodrama, "Crime of Passion," look more exciting, taut and generally worthwhile than it actually is. And in there helping our girl to the best of their abilities are Sterling Hayden, Raymond Burr, Virginia Grey, Fay Wray, Royal Dano and other competent folk. Gerd Oswald has directed the wildly melodramatic doings with skill, but the story and screenplay of Joe Eisinger is on the far-fetched and overwrought side. The film is a Bob Goldstein production. Herman Cohen produced.

This time around, Miss Stanwyck is a maniacally ambitious wife who wants to help her police lieutenant husband, Hayden, to climb higher on the force. An ex-star reporter, Miss Stanwyck has lethal and unwifely methods at her disposal for advancing her husband's fortunes and what with social climbing, assorted scheming among the wives of her husband's superiors, and finally murder itself, no less, Miss Stanwyck is a busy girl. To help Hayden, she worms her way into the friendship, and then the affections of his police captain boss, Raymond Burr, and then, when Burr decides to retire and refuses to have Hayden named to his post, despite Miss Stanwyck's supreme "sacrifice," she murders Burr in the hope that Hayden will get the post anyway.

Hayden is a good detective, however, and inevitably traces the murder to Miss Stanwyck. Because he is also a man of honor, Hayden does the right thing, and the final scene shows man and wife arrived in police headquarters, where presumably Miss Stanwyck's jig is up.

The suspense values are reasonably maintained, and Miss Stanwyck's sincere and forceful performance, as before noted, does much to give the doings a professional air. Hayden is manly and tight-lipped as her long-suffering husband, and the rest of the cast take fire from Miss Stanwyck's determined portrayal.

Running time, 84 minutes. Adult classification. For February release.

L. J. Q.

New Problems

(Continued from page 1)

trouble, however, in several European countries. The Franco-American film agreement comes up for renegotiation at the end of this June, and at the moment, the department feels, it looks as if some stumbling blocks will appear. Production costs are steadily rising in France, and the considerable economic pressure put on French producers by this situation may result in hard terms for the Americans.

Money Tight in Germany

A difficult economic situation also shaping up in Germany, where large production company recently went into bankruptcy. German banks are consequently tightening up the credit they will extend to local producers, who are getting involved in "more and more difficulties," a department spokesman said. "Their desire for protection from American film will probably increase," he declared.

In Great Britain, distributors are still waiting for the outcome of the Board of Trade proposal to make participation in the Eady plan mandatory. A bill containing the proposal has been introduced and is now going through the House of Lords. If the bill eventually passes Parliament, won't make too much difference. American distributors in terms of participation, because they have all been participating voluntarily. It could, however, give American distributors less bargaining power when the Anglo-American film agreement comes up for renegotiation next fall.

Threat from Turkey

From Turkey, distributors have heard rumors that the government is thinking of raising the import duty on films and making an ad valorem duty, a step which would be very distasteful to American companies. The department pointed out, however, that this was an unconfirmed report.

In the Eastern hemisphere, India has recently taken several actions which caused considerable distress to American distributors, and the Motion Picture Association is currently working on the problem with the United States embassy in New Delhi. India recently doubled its import duty on films, a step which caused MPEA to declare that if the high duty were maintained, American film companies might suspend shipment of their films to India. Just two weeks ago, it was reported that the Indian government cut by 50 per cent the amount of export duty on films that may enter the country in the first half of 1957.

Manila Studies Duty

Distributors face a possible duty increase in the Philippines, plus a proposal regulating remittances from the country.

Another trouble spot is Burma, which recently reduced the number of import permits on films, cutting American distributors down to about one-third of the number of films that were formerly permitted to send into the country.

MOTION PICTURE DAILY

Concise
and
to the
Point



All
the News
That
Is News



L. 81, NO. 13

NEW YORK, U.S.A., FRIDAY, JANUARY 18, 1957

TEN CENTS

Heart Attack

W. C. Gehring, Fox Executive, Dead at 59

Funeral Services Set for Tomorrow Morning

William C. Gehring, vice-president and executive assistant to the president of 20th Century-Fox, died at his home yesterday morning following a heart attack. He was 59 years old.

The veteran executive survived by his wife, Catherine; a son, William C. Gehring, Jr., who is St. Louis branch manager for 20th-Fox, and two sisters.

Funeral services will be held here tomorrow morning at 10:30 A.M. at Campbell's Funeral Home, Madison Avenue at 81st Street.

Gehring, one of the best liked figures in the motion picture industry, was involved in numerous sales executive positions. (Continued on page 4)

Industry Executives Mourn Bill Gehring

Many expressions of mourning and commendation of the late William C. Gehring were made here yesterday by prominent industry executives. Some of them follow:

Joe Men and Women of 20th Century-Fox and Spyros P. Skouras: "Bill Gehring was our beloved friend and business associate. Everyone who knew him for his humanity, generosity and fair dealing, loved him. Our (Continued on page 4)

Television Today

Page
4

CinemaScope and Stereophonic Sound Units Now Installed in 40,310 Theatres Worldwide

CinemaScope and stereophonic sound equipment are currently installed in 40,310 theatres in the domestic and foreign market, according to 20th Century-Fox sales statistics. The report shows that 17,591 theatres in the U.S. and Canada and 22,719 theatres in the foreign market are presently so equipped.

The film company's domestic sales department reports that 12,957 theatres equipped for CinemaScope are "four-wall" situations; 3,737 are drive-ins; 649 are service and 248 are non-theatrical installations. Of the 17,591 domestic houses equipped, 3,662 utilize magnetic stereophonic sound; 832 have mixers; 12,982 have one-track optical equipment, and 115 have "penthouse" heads.

In the overseas market, of the 22,719 theatres equipped for CinemaScope, 5,409 are four-track magnetic sound installations; 17,129 are optical and 181 are one-track situations. The Far East market has 2,306 out of 9,737 theatres equipped for CinemaScope; 12,999 out of 33,155 theatres in Europe are equipped, and 2,635 out of 8,491 theatres in South America, the film company reported.

EKC Improvements To Cost \$60 Million

Special to THE DAILY

ROCHESTER, N. Y., Jan. 17.—The Eastman Kodak Co. expects to spend about \$60 million in 1957 for additions and improvements to plants, processes, and equipment, Thomas J. Hargrave, chairman, and Albert K. Chapman, president, announced today. This amount, Kodak's largest annual capital expenditure budget, will be used for improved facilities at company plants, research laboratories, and offices here and in Kingsport, Tenn.; Longview, Tex., and at Kodak regional sales divisions processing stations and other U. S. units.

In 1956 Kodak budgeted \$57 million for expansion and improvements (Continued on page 5)

Snow, Cold Hit Grosses At Numerous Theatres

Extreme cold and snow over all but the southern extremities of the nation this week has cut heavily into national theatre attendance, according to reports from many sections of the country received here by distribution executives.

The drop in attendance is the first serious one to be felt since the Christmas-New Year's holiday upswing. Exhibitors are hopeful that the decline will not be prolonged and that a break in the severe weather will bring about a resumption of the good business of the previous three weeks.

7 Films on Schedule Of Bryna Productions

Bryna Productions, Inc., will have at least seven motion pictures in release or in production during 1957,



Kirk Douglas

according to actor Kirk Douglas who arrived here yesterday from Hollywood to receive the New York Film Critics Award for his performance in "Lust for Life."

Douglas' independent producing company has already completed two films for 1957 release. "Spring Reunion," which stars Betty Hutton and Dana Andrews, will be released in March by United Artists, and "Lizzie," which stars Eleanor Parker, will be released by M-G-M (Continued on page 2)

Mutual Distributors Formed By Tudor Firm

Tudor Pictures, Inc., has formed Mutual Film Distributors of America, Inc., to produce "small family type productions," it was announced here yesterday by Moe Kerman, Tudor president. He will leave here next week for Chicago and Hollywood to discuss the production and distribution (Continued on page 5)

4th Annual

Allied Leaders Hold Meeting On Convention

Plans Formulated Also For EDC Meet, Agenda

Plans for a meeting of the Emergency Defense Committee of Allied States Association were formulated in Cincinnati earlier this week when a special committee of Allied leaders met to consider and approve the plans for the fourth annual national drive-in convention to be held there at the Netherland Hilton Hotel, Jan. 29-31.

The EDC meeting will be on the morning of Jan. 31, prior to the Allied board meeting at the Terrace Hilton on Feb. 1-2. Attending the Cincinnati meeting this week were Allied president Rube Shor, Horace Adams, Abe Berenson, Irving Dolinger, Morris Finkel, Ben Marcus, (Continued on page 5)

Japanese Film Week Begins Here Sunday

The first Japanese Film Week to be held in the U.S. will begin here Sunday night at the Museum of Modern Art with top-echelon Japanese film people on hand.

The week-long event will comprise the showing of 12 new features and documentary films, the work of nine leading Japanese companies. Pro- (Continued on page 5)

See Eidophor Ready for Installation By Year's End

Twentieth Century-Fox may have its Eidophor wide-screen television process ready for installation in specially selected theatres by the end of this year, according to a company representative.

The 20th-Fox official said the organization's research department, headed by Earl Sponable, has been working on Eidophor so that CinemaScope films can be projected in that medium.

PERSONAL MENTION

LEONARD H. GOLDENSON, president of American Broadcasting-Paramount Theatres, will return to New York from Florida at the weekend.

CAPT. IAN MAXWELL, president of the newly-formed Festival Productions, will leave here for London today via B.O.A.C.

MILTON R. RACKMIL, president of Universal Pictures, will return to New York today from the Coast.

IRVING M. LESSER, president of Motion Picture Distributors, New York, will spend the weekend in Washington.

FAYETTE W. ALLPORT, European head of Motion Picture Association of America, will return to London on Sunday from New York via B.O.A.C.

ROBERT W. COYNE, special counsel of Council of Motion Picture Organizations, is scheduled to return to New York today from Washington.

JEROME M. EVANS, Universal Pictures home office promotion manager, will return to New York today from Boston.

ANN BARTELL, secretary to BEATRICE ROSS, Republic Pictures advertising-publicity head, will be married here tomorrow at the Church of St. Paul the Apostle to JOHN MICUCCI.

JOSE FERRER will leave New York tomorrow for England via B.O.A.C.

CLAIRE FASSLER, secretary to FRANK KASSLER, president of Continental Distributing, Inc., has announced her engagement to PHILIP H. MEISTRICH of New York.

Congress Set to Give Increase to SBA Fund

WASHINGTON, Jan. 17.—Congress prepared to give speedy approval to a \$65 million increase in the Small Business Administration's business loan fund.

The proposed would boost the fund total to \$215,000,000. It was requested in the President's budget message yesterday, and was sponsored today in the House by House Banking Committee Chairman Spence (D., Ky.) and Senate Banking Subcommittee Chairman Clark (D., Pa.).

Minneapolis Leads in Para.'s Weltner Drive

ST. LOUIS, Jan. 17. — Nationwide top honors in the first phase of "Paramount's Salute to George Weltner" sales drive have gone to manager Jess McBride and his Minneapolis branch, Sidney Deneau, the company's Western sales manager, announced today at the 1957 national sales meeting being held at the Chase Hotel here. The first phase of the drive extended from July 1 to Sept. 30, 1956. Results in the second and final phase, which ended last December 29, have not been computed.

Hicks, Smith Runners-Up

Don Hicks, Des Moines branch manager, and Frank Smith, Salt Lake City branch manager, emerged in second and third places, respectively, and Tom Duane, Detroit manager, also was among the "top 10" in the drive, Deneau said.

Shorts and newsreel sales honors went to Jack Stevenson, San Francisco; Jim Ricketts, Denver, and Harold Stevens, Chicago.

Cantor Seeks Seat on Directorate of N.T.

The Securities and Exchange Commission is currently examining a preliminary proxy statement filed by B. Gerald Cantor, partner in Cantor & Fitzgerald, West Coast investment group, who is seeking a seat on the board of National Theatres, Inc., according to a local representative of Cantor's.

The preliminary proxy statement was filed a short time ago and needs SEC clearance before Cantor can solicit stockholder support for his campaign.

The Cantor representative yesterday stated that the "management of NT is fully aware of Cantor's actions in regard to his securing a directorship. Cantor is conducting his proxy campaign so that he could keep a closer check on his investment in NT."

Cantor last year had an option on Herbert J. Yates' controlling stock in Republic Pictures. The option expired, however, without any action being taken.

Judge Entries Today For Quigley Awards

The judging of entries for the Quigley Showmanship Awards in the fourth quarter of 1956 will take place here today at the offices of Quigley Publications.

Judges reviewing the campaign will be three managing directors of New York theatres: Harry Greenman, Capitol; Robert Rothafel, Roxy, and Robert K. Shapiro, Paramount; and Monty Salmon, of Skouras Theatres.

TOA Executive Director To Be Set By March

Theatre Owners of America will have a definite announcement on the appointment of an executive director before the organization's mid-winter board meeting to be held March 3-5 in Chicago, according to Walter Reade Jr.

Reade and Herman Levy, TOA general counsel, have been talking to a number of prominent figures in and out of the industry. Reade yesterday said that "we have a number of men under consideration, including Val Peterson, Civil Defense director."

Bryna Prods.

(Continued from page 1)

late in the same month, the actor-producer said.

Highly optimistic about the future of Bryna, Douglas stated that he will confer here with executives of United Artists concerning production of "The Vikings," a \$3,000,000 venture which he expects to start very shortly. "I will meet with Arthur Krim and Max Youngstein on casting and other production problems," he said.

Douglas disclosed that at present his company is producing "The Careless Years" for 1957 release by UA. "We have three other projects planned for this year also," he added. They are "King Kelly" for M-G-M, "A Most Contagious Game" and "Shadow of the Champ" for UA. He expects to start work on them this fall.

Under an agreement between James B. Harris and Stanley Kubrick, who produced "Killing," and Douglas, the latter will star in their production, "Paths to Glory," and they will produce and direct three for Bryna.

French Defends BFPA On 'Domination' Charge

From THE DAILY Bureau

LONDON, Jan. 15 (By Air Mail). —British Film Producers Association's Sir Henry French has issued a statement following news of the formation of a "breakaway" group, the Federation of British Film Makers.

Sir Henry, who is president of the BFPA, said: "I cannot understand the suggestions and accusations that have been made that the BFPA is dominated by the 'larger interests.' Meetings of our association are conducted on democratic lines so I do not think that domination by any group is possible. Matters are seldom put to the vote. Usually the meetings are so amicable that a show of hands is not necessary—but when it is, one hand is as good as another."

NEWS ROUNDUP

To continue Anti-Trust Uni

The House Judiciary Committee has agreed to continue for another two years its special anti-trust subcommittee. At an organizational meeting in Washington yesterday, the committee agreed that Rep. Celler (D., N.Y.) should again head the group, which handles anti-trust legislation and investigates monopoly problems. Committee members said they thought it quite possible that the subcommittee would vote out without any new hearings a bill passed by the House last year to require large firms to give advance notice to the government of proposed merger plans.

'Affair' Preview in Capital

Maxwell Rabb, secretary to President Eisenhower's cabinet, and Mrs. Rabb will be hosts in Washington to a special preview tonight of Warner Bros.' "Top Secret Affair," honoring leading members of the Eisenhower Nixon Inaugural Committee. The private showing will be held at the Academia Theatre, and an informal reception will follow. Guests of honor are Senator Styles Bridges, chairman of the entire Inaugural Committee and Mrs. Bridges. Other members of the official inaugural committee who will attend with their wives include Senator John Sparkman and Representatives Joseph Martin and John McCormick.

Students Told of 'Barretts'

Because of the impact of the picture on students, Photoplay Studios is publishing a special 16-page pamphlet on "The Barretts of Wimpole Street" to be used as a guide to appreciation of the M-G-M film. William Lewin, who has prepared the special pamphlet, has surrounded the text with photographs from the motion picture and is sending samples of the Study Guide to 16,000 schools and colleges in leading cities throughout the country.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
JENNIFER JONES • JOHN GIELGUD
in
"THE BARRETTS OF WIMPOLE STREET"
in CinemaScope and METROCOLOR
An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION



Just what the
Public wants!



A GREAT LOVE STORY!



"Powerful love story. Strong, popular attraction."
—*Hollywood Reporter*

Just selected "Picture of the Month."
—*Seventeen Magazine* (for millions of teen-agers!)

*Jennifer Jones, the
"Many Splendored"
star, more romantic
than ever!*



M-G-M presents in CINEMASCOPE and METROCOLOR

**JENNIFER JONES
JOHN GIELGUD**

BILL TRAVERS · VIRGINIA McKENNA in

"THE BARRETTS OF WIMPOLE STREET"

Screen Play by **JOHN DIGHTON** • From the Play by **RUOOLF BESIER** • Directed by **SIDNEY FRANKLIN** • Produced by **SAM ZIMBALIST**

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)

BOX-OFFICE LINES: Elopement was the only way out! Rescued from her "prison" home, to know love for the first time! • "Oh, Robert, do you know what you've done for me? I wanted to live eagerly, desperately, passionately. Oh, and so much more than that!"—Elizabeth. • "Dear Elizabeth: I shall love you to the end—and beyond."—Robert. • Unkissed—wanting love, needing love, denied love—she dared give her heart to a handsome stranger at first meeting! • A famous literary love story! A hit Broadway play! Now—a magnificent new film.

Televisión Today

The Critics Say...

As influential as the many nation-wide syndicated TV columnists, are the hundreds of local newspaper critics whose views—though they inevitably reflect regional preference—more often than not have national validity. These reporters, asked to vote again this year in the annual Motion Picture Daily-FAME poll of television talent and shows, added a variety of comments on their views of the industry. Among them were the following reports from New York. If the city represented has a TV outlet, the name of the station and its affiliations appear in brackets, along with the population of the city or town.

Robert L. Sokolsky, Herald-Journal, Syracuse (WHEN-TV, CBS basic, ABC; 220,583): "Television is finally beginning to show a maturity that marks a happy compromise between the artistic and the commercial. We are still overloaded with quiz shows and humorless situation comedies. But there is a steady improvement."

John Hadley, Times-Union, Rochester (WHAM-TV, NBC, ABC; WHEC-TV, CBS, ABC; WVET-TV, CBS basic, ABC; 332,488): "This was probably television's darkest year programwise. The spectaculars are unspectacular. The new shows are most unpromising. . . . Too many TV producers forget that they are producing for a small home audience. . . ."

David G. Rossie, Binghamton Sun, Binghamton (WNBF, NBC, CBS, ABC; 80,674): "Entirely too much emphasis is placed on the results of such polls as Hooper and Nielsen. Their findings are not indicative of taste but of curiosity. Many a worthwhile entertainer, who unfortunately does not reach the masses, is doomed by a nervous sponsor's reaction to polls of this type."

Bill Dix Promoted

Gordon Gray, executive vice-president and general manager of WOR-TV, New York, announced yesterday that Bill Dix has been promoted to the newly created post of assistant general manager in charge of sales for the station. At the same time Ivan Reinert, formerly WOR-TV production manager, has been appointed program director.

New ABC Affiliate

Radio station KRSN, Los Alamos, N. M., will become an affiliate of the ABC Radio Network effective Jan. 26, it is announced by Edward J. DeGray, national director of station relations for the ABC Radio Network.

Folsom Cites Impact, Of Color Television

PHILADELPHIA, Jan. 17 — One of the "surest and swiftest of tickets to obscurity in modern merchandising is to fail to recognize what color television can do," Frank M. Folsom, president of the Radio Corp. of America, declared here tonight in an address before the Poor Richard Club, which honored him with its Gold Medal of Achievement Award.

"Since this annual banquet commemorates the birthday of Benjamin Franklin, the Club's patron saint, it seems natural to turn our thoughts to the fields of science and electricity in which he gained world renown as a pioneer," said Folsom. "From electronics—born of electricity—another great miracle of science has emerged and it is captivating the imagination of the American people, I refer to color television."

"As a new dimension in entertainment, education and information, it is performing a service which, I believe, would astound even such a sage as Benjamin Franklin. And as one who was vitally interested in the arts of printing and advertising, he most certainly would appreciate the tremendous power and impact of color in merchandising and sales."

TV Stations Continue Negotiations With Para.

A group of "about 30" television stations in top U.S. markets that were engaged in negotiations several weeks ago with Paramount Pictures for the sale of its pre-1948 film library are reported still actively seeking acquisition of the features.

According to Bernard Goodwin, president of DuMont Broadcasting Co. and unofficial organizer of the group, the stations are continuing efforts to organize themselves for further negotiations with Paramount.

Among the stations which are seeking to acquire the backlog, said to be over 700 pictures, are the two DuMont TV stations in New York and Washington. The production-distribution company owns substantial interests in the broadcasting company.

Amy Joins CBS-TV

HOLLYWOOD, Jan. 17.—George Amy, recently elected president of the American Cinema Editors, has joined CBS Television's program department as film program coordinator on all films produced in Hollywood under the supervision of CBS, Alfred J. Scalpone, vice-president in charge of network programs, announced yesterday. He will supervise the technical and assembly procedure of all CBS network film programs and will work directly with film editors and the technical crews.

Gehring, Fox Official, Is Dead

(Continued from page 1)

sitions during a 37-year career, of which 35 were with the Fox Film Co., and later 20th Century-Fox. For the past year, he has been acting Motion Picture Association of America representative on the governing board of the Council of Motion Picture Organizations, having replaced Al Lichtman, former 20th-Fox director of distribution, who resigned upon his retirement.

Born in Rensselaer, N. Y., he attended Pennsylvania State College and served in the Army during World War I. Following the war, he joined the Fox Film Co., in 1918, where he rose from a poster clerk to branch manager at the company's exchanges in Buffalo, Detroit, Albany, Salt Lake City, Montreal and Toronto. Gehring left Fox in 1929 to serve as Eastern

division manager for Tiffany Productions, Inc., but returned two years later as manager of Fox's Cincinnati branch.

With the formation of 20th Century-Fox, Gehring was named to a succession of major sales department executive positions. In 1952, he was named executive assistant general sales manager. Last year, he was elevated to the post of vice-president in the organization.

Gehring was a member of the Motion Picture Pioneers, Variety Clubs, and other industry organizations. He was given a testimonial dinner by his friends and business associates in 1953. He frequently represented 20th-Fox at major exhibition, distribution, civic and religious gatherings.

Tributes:

(Continued from page 1)

hearts are too full to express the profound regard we had for this man. Gifted with rare abilities, he brought to his work a dedication which was an inspiration to us all."

Alex Harrison, general sales manager: "Bill Gehring has always been an inspiration to every employee in the entire 20th Century-Fox organization, and indeed to the entire motion picture industry. His passing will be sorely felt throughout the entire United States and Canada where his friends are legion."

Sol Schwartz, president of RKO Theatres: "Bill was a good friend as well as a man with whom it was a pleasure to do business. He was always ready to give generously of himself to every worthy cause."

Jack L. Warner, president of Warner Brothers Pictures: "He was one of those rare people who inspired confidence in everyone with whom he dealt."

Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres: "I knew and admired Bill for a long time and as one of his many friends I shall miss him."

Benjamin Kalmenson, executive vice-president of Warner Brothers: "Bill Gehring's grasp of every facet of our business was equalled only by his great humanity and generosity."

Sol Strausberg, president of Metropolitan Motion Picture Theatres Association: "The industry has lost someone who cannot be replaced."

Leopold Friedman, president of Loew's Theatres: "Our industry has lost one of its most respected and capable pioneers."

Arthur B. Krim, president of United Artists: "The passing of William Gehring is a profound loss to all those who have known him over the years and to the industry which he served so long and so well."

Eric Johnston, president of the Motion Picture Association of America: "There is no better tribute to pay to Bill Gehring than to say, as we all know, that he was truly industry-

minded. He knew that the welfare of his own company was tied to the welfare of the whole industry and he always worked to advance the best interests of both."

Robert W. Coyne, co-chairman and special counsel for COMPO: "Upright, able, always fair and considerate of others, Bill Gehring will be sadly missed in our business."

Charles Reagan, vice-president of Loew's Inc.: "He was my good friend and a good friend of many people in all branches of our industry."

Walter Reade, Jr., of Walter Reade Theatres: "The industry in general and exhibition in particular lose one of our most considerate and most dependable friends and allies."

Charles J. Feldman, vice-president of Universal Pictures: "I was shocked to learn of his passing. I considered him a personal friend and a valued member of our business."

A. Montague, vice-president of Columbia Pictures: "Through the years I knew him not only as a vigorous and enterprising distribution executive, but also as a wonderful fellow."

Sam Rosen, executive vice-president of Stanley Warner Corp.: "A great citizen of our industry, a showman second to none."

Walter Branson, vice-president of RKO Radio Pictures: "The motion picture industry has known its share of fine gentlemen in our times, and of these, one of the finest was William Gehring."

Richard W. Altschuler, vice-president of Republic Pictures: "The loss of Bill Gehring is such a personal shock to me that it is difficult to express what his loss means to the industry."

Morey Goldstein, vice-president of Allied Artists Pictures: "He was loved by every one who knew him, and respected for his fairness by both distributors and exhibitors."

Si Fabian, president of Stanley Warner Corp.: "It was a privilege to be his friend. He was not only a showman of exceptional stature, but more, a fine human being."

Allied Meeting

(Continued from page 1)

Robert Morrell and A. F. Myers, general counsel and board chairman. Shor, speaking from his Cincinnati office yesterday, said that a final agenda for the board meeting has not been set thus far, but among the actions to be taken will be the election of new officers, appointment of new committees, arbitration, and discussions on the procurement of a public relations man. "We expect to have at least 600 exhibitors and industry figures attend the drive-in convention, which we feel will be one of Allied's greatest meetings," Shor said.

Myers Tells Plans

Myers, from Washington, yesterday released final plans for the drive-in convention, which will open with a luncheon on Jan. 29. Adams, president of the Allied Theatre Owners of Ohio, will call the convention to order and present Shor as the permanent convention chairman. The following day will be launched with a luncheon also at which time Hugh McLachlan, chairman of the equipment standardization committee, will speak on "What's New in Drive-in Equipment." Film clinics will also be held for large and small drive-in theatres, and summing up will highlight the agenda on the last day of the meeting.

Predicts Industry To Take 'A Turn for the Better'

Special to THE DAILY

ATLANTA, Jan. 17—This is the year the motion picture industry will take a definite turn for the better, a film company executive said here, before leaving for New York yesterday.

The executive, Alex Harrison of 20th-Century-Fox, offered evidence for his belief by saying that 1957 is the first year in history that attendance figures have not shown a drastic drop immediately after Jan. 1. "And the reason is high quality product," he explained.

Harrison, general sales manager for Fox was here for a southeastern division sales meeting.

SDG Names 6 More For Awards Voting

HOLLYWOOD, Jan. 17 — The Screen Directors Guild today announced the following features have been nominated for outstanding directorial achievement in the final quarter of 1956. These will be added to 13 previously nominated, with the voting result to be announced at the SDG annual awards dinner Feb. 2.

Final quarter nominations are "Around the World in 80 Days," "Friendly Persuasion," "Giant," "The King and I," "Teahouse of the August Moon" and "War and Peace."

Japan Fete

(Continued from page 1)

ducers, directors, executives and a film star from these companies have been arriving here this week for the showings.

Preceding the first night's program, there will be a reception at the Warwick Hotel for the visitors. The Japanese delegation will be headed by Hiroshi Okawa, president of the Toci Co., Ltd., and Shirley Yamaguchi, an actress who has already appeared in U.S. pictures. Toshikazu Kase, Japanese ambassador to the U.S., will also be present at the reception.

Contemporary Themes Stressed

The purpose of the film week is to stimulate "a growing American interest in Japanese motion pictures," according to the Motion Picture Association of Japan, which is sponsoring the film program. The emphasis in the pictures to be shown during the week will be on contemporary rather than historical themes, it was announced.

'Stranger' To Guild

RKO's "The Young Stranger" has been booked by the Guild Theatre here to follow the engagement of its next attraction, "Albert Schweitzer." "The Young Stranger" co-stars James MacArthur, 18-year-old son of actress Helen Hayes, with Kim Hunter and James Daly.

Tudor Forms

(Continued from page 1)

tion program with his franchise holders and producers.

Kerman will hold a Midwest franchise holders meeting in Chicago on Jan. 23-24, and meet with producer William Nolte, writer Paul Leslie Peil, producer Hal Roach, Jr., and others in Hollywood on Jan. 25.

'Play-or-Pay' Basis

The Tudor program provides for a production schedule of a minimum of 10 films in which exhibitors would subscribe on a "play or pay" basis. The films will be bought by theatre-men on a flat rental basis under contracts with "no escape" clauses. The budget for each of the films will range from \$125,000 and up.

Kerman, while in Hollywood, will meet with a number of independent producers to discuss the possibility of adding additional product to his program. He said last fall that he hoped to increase the Tudor schedule to some 20 films in 1957.

EKC Improvements

(Continued from page 1)

and actual expenditures are expected to be close to this amount. Since World War II about \$443 million of company funds has been invested in Kodak's U. S. units. The company remains debt free.

THE RAINMAKER

America's eight million young women under twenty can't wait to see

THE RAINMAKER

(with their friends, beaux, families)—because

it's one of the year's most important films—

it stars Katharine Hepburn and Burt Lancaster —

it's recommended by their one favorite magazine,

seventeen

Picture of the Month for February

BURT LANCASTER

KATHARINE HEPBURN

in

THE RAINMAKER

Hal Wallis' production

Co-starring Wendell Corey Lloyd Bridges

Earl Holliman Cameron Prud'homme

THE RAINMAKER

VistaVision®

Technicolor®

Directed by Joseph Anthony

A Paramount Picture



'bye,
BILL



MOTION PICTURE DAILY

L. 81, NO. 14

NEW YORK, U.S.A., MONDAY, JANUARY 21, 1957

TEN CENTS

or Successor

Won't Accept Top Allied Post ays Dollinger

e Field of Candidates arrowed Down to Two

The field of candidates for a successor to Rube Shor as president of All States Association has narrowed down to two, when Irving Dollinger, present treasurer of the exhibitor organization, said here at the weekend that he will not accept the post.

Dollinger, along with Julius Gorn, secretary of Allied, Abe Berenson, director, and Roy Kalver, director, had been reported as being considered as candidates.

The Allied board of directors will meet in Cincinnati on Feb. 1-2 to elect (Continued on page 6)

udor Signs for U.K., Canadian Distribution

Tudor Pictures, Inc., has completed Canadian and United Kingdom distribution agreements for the "small family type production program" of 10 films which its production company, newly-formed Mutual Film Distributors of America, will turn out in 1957, as announced here at the weekend by Moe Kerman, Tudor president.

Kerman said he has consummated an agreement with William Gell of March Film Corp., Ltd., for distribution in the U.K. and with Izzy Ben of Astral Films of Canada, which has formed Tudor, Inc., of Canada, for the Canadian distribution. No terms of the distribution agreements were made public.

critics Award of SDG to Rosenfield, Dallas

From THE DAILY Bureau
HOLLYWOOD, Jan. 20 — The Screen Directors Guild's fourth annual Critics Award for outstanding critical appraisal has been voted to John Rosenfield, motion picture critic of the "Dallas News." It will be presented to Rosenfield at the SDG's annual dinner, Feb. 2, at the Biltmore Hotel here.

SBA Loan to Ind. Theatre

From THE DAILY Bureau

WASHINGTON, Jan. 20. — The Small Business Administration has approved its first theatre loan.

It okayed a \$3,750 repair and modernization loan to Lillie B. Johnson and I. R. Glesne, doing business as the Swan Theatre in Mediopolis, Ind.

Previously, the agency has turned down three applications. It announced (Continued on page 6)

Disney And ABC Sign New Programming Deal

A new contract involving in excess of \$9,000,000 and 130 hours of television programming in 1957-58 has been negotiated between Walt Disney Productions and American Broadcasting Co., it was announced at the weekend by Roy O. Disney, president of Walt Disney Productions, and Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres, Inc.

Under the pact Walt Disney will (Continued on page 6)

Rank Representatives Confer Here Today

Conferences on the establishment of Rank Film Distributors of America branches around the U.S. will be launched here today between Kenneth Hargreaves, president, Irving Sochin, executive assistant, and Geoffrey (Continued on page 6)

English Theatre Attendance on Rise; Quarter Grosses Reported Up 12%

By PETER BURNUP

LONDON, Jan. 20 — The Board of Trade Journal published the latest of the Board's statistics relating to the motion-picture industry on Friday. They show that theatre attendance during the third quarter of 1956 totalled 293 million—nearly 2 per cent above the corresponding quarter of 1955.

Commenting on this the Journal said: "The bad weather in the summer no doubt contributed to this increase, which reversed the downward trend of attendance for the first time since the similarly poor summer of 1954. The release of some outstanding films may also have proved an added attraction."

The statistics were compiled from

Reade, Snaper, ITS Join

New Large Booking Combine Formed Here

Triangle Theatre Service To Represent 100 Theatres in New York - New Jersey

By LESTER DINOFF

(Picture on Page 4)

A joint booking and buying service to be known as Triangle Theatre Service, representing indoor theatres and drive-ins in the New York-New Jersey metropolitan area, has been formed by Walter Reade Theatres, the Snaper Theatres, and theatres represented by Independent Theatre Service, it was announced here at the weekend.

Japan Film Week Begins

The development "in the quality of the Japanese motion picture to its present world prominence" owes much to the American industry's stimulation of Japanese production, U.S. industry representatives were told last night by visiting film notables at the opening of the first Japanese Film Week at the Museum of Modern Art here.

Thirteen representatives of the growing Japanese industry were introduced by Ralph D. Hetzel, Jr., vice-president of the Motion Picture Association of America, at a reception last night preceding the showing of (Continued on page 4)

Judge Grants Mistrial In Salt Lake City Suit

Special to THE DAILY

SALT LAKE CITY, Jan. 20 — Federal Judge Sherman Christensen Friday granted a mistrial in the \$125,000 anti-trust suit of the Village (Villa) Theatre of Salt Lake City against Intermountain Theatres, Inc., ABC-Paramount and other distributors. It was the fourth hearing in the case.

In the first in the court of Federal Judge W. W. Ritter, the Villa won a decision and damages of \$20,000 trebled. On appeal by Paramount to (Continued on page 6)

Televisión Today

Page
7

PERSONAL MENTION

JOSEPH R. VOGEL, president of Loew's, Inc., left here over the weekend for the Coast to complete production planning conferences with **BENJAMIN THAU** and other M-G-M studio executives.

GEORGE WELTNER, president of Paramount Film Distributing Corp.; **JERRY PICKMAN**, advertising-publicity vice-president, and **SIDNEY DENEAU**, Western sales manager, returned to New York over the weekend from St. Louis.

BERNARD JACON, president of Jacon Film Distributors, has left New York for Chicago and other cities of the Midwest.

MICHAEL NIDORF, talent agent, returned to New York on Saturday from London via B.O.A.C.

CHARLES BOASBERG, Paramount's supervisor of sales on "The Ten Commandments," will return to New York today from Buffalo.

IRVING BELINSKY, a director of Allied Theatres of Michigan, was married in Detroit to **LILY ZITOMER**.

HAROLD COHEN, film critic of the Pittsburgh "Post-Gazette," will be honored on Jan. 28 by that city's Junior Chamber of Commerce as "Pittsburgh's Man of the Year in Entertainment."

Albert Warner Sells 4,500 Common Shares

WASHINGTON, Jan. 20.—The Securities and Exchange Commission reported here at the weekend that during December, Albert Warner, a director of Warner Bros. Pictures, sold 4,500 common shares reducing his direct holdings to 6,500 and that his trust holdings amount to 2,700 shares.

The SEC also noted that Jack L. Warner sold 9,000 common shares, reducing his direct holdings to 136,999 shares and that his trust holdings amount to 1,400 shares.

In other industry stock transactions, Benjamin Thau, vice-president of Loew's, Inc., sold 4,100 common shares reducing his direct holdings to 11,300 and Albert List, chairman of List Industries and owner of more than 10 per cent of common stock, made gifts of 13,000 common shares, reducing his direct ownership to 601,777 shares, the SEC said.

Everyone's a Brother in Urge to Aid Showmen's Benefit Tribute to Durante

Apparently wholly in keeping with the industry's formal launching of its annual Brotherhood Week drive with a campaign dinner at the Waldorf Astoria Hotel here Thursday night, is the demonstration of show business Brotherhood being inspired by the entertainment industry tribute to Jimmy Durante. Everybody in show business, it would seem, wants in on that.

The Jewish Theatrical Guild of America is sponsor of the tribute to Durante, who is of Italian ancestry, with the tribute scheduled for St. Patrick's Day, March 17. Sharing in the proceeds from the affair, among others, will be the Catholic, Episcopal and Negro Actors guilds, in addition to the Motion Picture Relief Fund and Will Rogers Memorial Hospital.

This is the first time in Durante's many years in show business that he has been honored by a benefit of this kind. Those close to him feel that only the fact that its beneficiaries will be the sick and needy of the amusement world, regardless of race, creed or color, commended this enterprise to him.

Si H. Fabian and Arthur Krim are co-chairmen of the motion picture industry's participation and their committee is a cross-section of production, distribution, exhibition, labor, laboratories, suppliers and manufacturers.

N. Y. Film Critics Hold Annual Award Party

"Around the World in 80 Days" received the New York Film Critics Award at the group's 22nd annual awards presentation at Sardi's Restaurant here Saturday night and Ingrid Bergman and Kirk Douglas were presented with citations naming them Best Actress and Actor of 1956.

Miss Bergman had made a brief, 34-hour visit to this country in order to accept the award for her performance in 20th Century-Fox's "Anastasia." It was the first time in over seven years that she returned to the U. S.

Irene Thirer, motion picture critic of the "New York Post" and president of the New York Film Critics, presented the awards. Michael Todd, producer of the award-winning picture, which is being released through United Artists, accepted the citation for the Best Picture of 1956. Kirk Douglas received the award for his performance in MGM's "Lust For Life."

The award for the Best Foreign Film of 1956, "La Strada," released through Trans-Lux, was made to actor Richard Basehart, who co-stars in the picture. S. J. Perelman accepted the award for Best Screen Writing of 1956 for his work on "Around the World in 80 Days." John Huston received the citation for Best Director of 1956 for his work in Warner Bros.' "Moby Dick."

Lipton Leaving Friday

David Lipton, Universal vice-president in charge of advertising-publicity, will conclude 10 days of meetings here on new production plans and campaigns for forthcoming releases on Friday and return to his Coast headquarters. This is one of Lipton's periodic visits for conferences with home office department heads.

Three Meetings Set On Business Plans

All segments of the motion picture industry will sit down this week to continue joint efforts to consolidate three business building plans and to forward their mutual effort on the Academy Award Sweepstakes.

At 3 P.M. today, at the Motion Picture Association of America, merchandising and promotion executives of the major companies will meet to discuss the Sweepstakes. At 6:30 P.M., at the Harvard Club, representatives of exhibition, the MPAA and the Council of Motion Picture Organizations will meet to further their plans for merging the MPAA, Theatre Owners of America-COMPO, and Golden Jubilee plan into one.

Tomorrow, at 3 P.M., at the MPAA, the trade press contacts of all companies will meet concerning the Sweepstakes.

Writer Moves to Halt Showing of '80 Days'

James Poe, screen writer, through his attorneys, Schulman, Klein and Stern, filed in Federal Court here on Friday for a temporary injunction to restrain the distribution and exhibition of Mike Todd's "Around the World in 80 Days." The motion is answerable on Thursday.

Poe claims he is entitled to screen credit as a writer on the "80 Days" script and that an earlier action for damages against the producer is pending.

Gehring Service Held

A large number of industry executives and friends of William C. Gehring attended the funeral of the 20th Century-Fox executive here Saturday morning at Campbell's Funeral Home. Gehring, who died on Thursday, was buried at Ferncliff Cemetery, Ardsley, N. Y.

.. of Drive-ins

Drive-In Division for Shapiro

With the purchase of the Starlig Drive-In, Camden, N. J., and the Keystone Drive-In, Harrisburg, Pa., a drive-in division has been established by Sam Shapiro. A pioneer exhibitor in Philadelphia, Shapiro with his sons, Merton and Ben, operate the first-run Arcadia here and a number of neighborhood houses. The new drive-in division will be headed by John Turner, former district manager here for United Artists and Lester Krieger, former assistant zone manager for the Stanley Warner Theatres in Philadelphia. According to reports, the Shapiro interests plan extensive building of drive-ins in the area, with possibly 20 open-air theatres to be set up.

Lease N. J. Drive-In

A long term lease was granted by Jerome and Herbert L. Shapiro to Beach Haven Drive-In Theatres Co. for the new 1,000-car drive-in theatre are constructing for opening next spring on the new Causeway at Beach Haven West, N. J.

To Remodel Conn. Unit

The Cinema Circuit Corp. of New York, which has acquired the 750-car capacity Bowl Drive-In, West Haven, Conn., from the Seymour Levine interests, plans extensive remodeling prior to a spring reopening. The New York firm will substantially increase car capacity through the installation of additional ramps and remodel the concession area.

Berger Won't Take NCA Post—Even If Drafted

MINNEAPOLIS, Jan. 20. — Ben Berger will not accept the leadership of North Central Allied for another term "under any circumstances or conditions—not even if I am drafted," he told a MOTION PICTURE DAILY correspondent here today. Earlier in the week he informed the NCA board of directors of his emphatic decision to quit his post because of opposition to his "fighting policies," but said he would vigorously support anyone named to succeed him at the unit's annual convention April 1-2.

E. L. Peaslee, Stillwater exhibitor and member of the NCA board, was appointed chairman of a committee which will pick Berger's successor and also act as a steering committee to set up convention procedure. Peaslee said he has not appointed other committee members nor has he "given serious thought" to any candidate.

ONE IN A SERIES OF ADS FOR AN UNUSUAL
AND VERY DIFFERENT MOTION PICTURE

EVERY HOUR HE GETS SMALLER...SMALLER...SMALLER! EVERY MOMENT THE SUSPENSE MOUNTS!



THE INCREDIBLE SHRINKING MAN

starring

GRANT WILLIAMS • RANDY STUART
with APRIL KENT • PAUL LANGTON • RAYMOND BAILEY

FROM **U-I** THE EXCITING COMPANY

DIRECTED BY JACK ARNOLD • SCREENPLAY BY RICHARD MATHESON • PRODUCED BY ALBERT ZUGSMITH

Buying Group

(Continued from page 1)

addition, will afford greater cooperation between the theatres involved. It will also have advantages by combining advertising and promotion to achieve the maximum grosses with the minimum expenses.

"We feel that this combination of theatres will also effect important economies for the exchanges by eliminating unnecessary duplication of work. And one of the most important influences, we hope, will be a greater flexibility in booking a limited number of prints, a problem which is occurring with great frequency. In the over-all, we are sure that the formation of Triangle Theatre Service will benefit all theatres concerned and those that serve them."

Plans Not Yet Specific

Dollinger, Snaper and Harris also said in their joint statement that while no specific plans have been determined, discussions have been held concerning a further service, whereby buying of theatre supplies, fuel, insurance, etc., will be developed to effect important savings.

Announcement of formation of the new group was made at a Sardi's luncheon here Friday afternoon which was also attended by Walter Reade, Jr., president of Walter Reade Theatres. Reade said that the "streamlining of our buying and booking should be welcomed by distribution. Their operational costs will be lowered by dealing with one central office instead of three." He added that at present most of the 100 theatres which will make up Triangle at the start are located in New Jersey.

Will Meet Each Month

Dollinger said the theatres will share in operation of the buying and booking service, which will hold a monthly organizational meeting to discuss methods of operation, ways to increase business, advertising and publicity, building attendance and other matters. "The theatres will pay a fee for the service, and share in the operational costs and profits," according to Dollinger.

Snaper pointed out that the merging of the three theatre groups into one will help the print situation. Harris explained using Warner Brothers' "Giant" as an example, that bookings will take place according to print availability. He said that Warner's has only 285 prints for "Giant" nationally at present and this is creating booking problems. Snaper asserted there would be no clearance or competitive bidding problems under the set-up.

Not Aimed at Distributors

It was also said that the formation of Triangle Theatre Service does not constitute a joint exhibition effort to "squeeze out" distributors.

The 1957 edition of the International Motion Picture Almanac discloses that Walter Reade Theatres is comprised of 36 theatres; Snaper Theatres, 11; and ITS, 43.



M. P. DAILY picture

Irving Dollinger, Wilbur Snaper, Jack Harris, and Walter Reade, Jr., reading from the right, as they told their news writing guests at luncheon Friday about their buying combine.

Offer Prizes in N. Y. Brotherhood Promotion

A total of \$1,000 in United States Savings Bonds will be awarded to New York area theatre managers staging the best promotion of Brotherhood Week, Feb. 17-24. The bonds are being donated by metropolitan circuits.

The prize plan was developed at a Brotherhood meeting of 21 film executives held at the Waldorf-Astoria Hotel under the leadership of William J. Heineman, national co-chairman of the amusement industry's Brotherhood Drive for 1957, and Samuel Rinzler, exhibitor chairman for the New York area.

Also participating in the luncheon conference were Joseph Sugar, distributor chairman for the area, and Sidney Newman and Alfred H. Tamarin, national publicity co-chairmen.

Activities blueprinted by the group include special marquee and lobby displays, showing of a Brotherhood film starring Ed Sullivan, distribution of brochures and solicitations of membership contributions.

H. O. Survey Done

The management consultant firm of Booz, Allen & Hamilton, which has been retained by the Motion Picture Association of America to streamline distribution operational methods, has already conferred with home office executives and is currently working at the branch and exchange office level.

On Durante Testimonial

Producer Joseph Pasternak will serve as West Coast chairman of the entertainment industry tribute to Jimmy Durante. The testimonial dinner, sponsored by the Jewish Theatrical Guild, will take place in the Grand Ballroom of the Waldorf Astoria March 17.

Coast Group to D. C. For Tax Hearings

From THE DAILY Bureau

HOLLYWOOD, Jan. 20—A three-man delegation representing producing organizations, guilds and unions, collectively, were en route to Washington over the weekend to attend hearings, Jan. 24, on the Bureau of Internal Revenue proposals for amendments to tax regulations dealing with personal holding companies.

The delegation, assigned by the Motion Picture Tax Committee, is composed of Jack L. Dales, Motion Picture Industry Council chairman; William Berger, Screen Actors Guild counsel, and attorney Paul Ziffren.

The tax proposals, when first publicized last month, were widely construed here as threatening to force the dissolution of many independent producing organizations in Hollywood indirectly.

USIA Inaugural Film

WASHINGTON, Jan. 20. — A two-reel documentary film, in full color, of the highlights of President Eisenhower's second inauguration will be produced by the U. S. Information Agency for showing in 81 countries abroad, it was announced by Arthur Larson, agency director. This will be the first time that a color documentary motion picture of a U.S. presidential inauguration has been filmed.

Postpone Goldwyn Trial

SAN FRANCISCO, Jan. 20. — Another postponement of the Samuel Goldwyn Productions' anti-trust suit against Fox West Coast Theatres, presently scheduled for tomorrow in Federal District court here, will be granted. James Mulvey, Goldwyn Prod. president, has left for the Hollywood studio where he will spend next week before returning to New York.

Japan Week

(Continued from page 1)

the first picture in the week-long program. About 400 attended the buffet affair at the Warwick Hotel.

Speaking for the delegation was Hiroshi Okawa, president of Toei Co. Ltd. Mitsujiro Tada, managing director of Toei and producer of "Traitors," the feature that was shown as the initial picture of the Film Week, introduced the film.

Okawa and Shinobu Chihara, an actress with the delegation, appeared on the Ed Sullivan Show on CBS television after the reception. Okawa said that the purpose of the Film Week, Jan. 20-25, was to stimulate American interest in Japanese pictures.

"During this event we will also have an opportunity to demonstrate the progress of our film industry and express our thanks for the contribution given by American films," he said at the reception.

Top Officials Attend

Present at the buffet gathering were the heads of the foreign departments of many of the major U.S. distribution companies, members of the MPA and the United Nations Film Committee, Japanese ambassador to the U. S. Toshikazu Kase and members of the U. S. entertainment industry.

The five succeeding evening programs at the Museum through Jan. 24 will be made up of the most recent feature and documentary production of the leading Japanese film companies, with emphasis on contemporary rather than historical themes. The Japanese films that first aroused the interest of the American public in recent years were primarily of legendary themes.

Dismiss Republic Suit

New York Federal Judge David Edelstein on Friday granted Republic Pictures summary judgment dismissing an anti-trust suit brought by Cardinal Films. The latter had charged Republic violated the anti-trust laws by forcing them to buy prints made by Consolidated Film Industries and also claimed they were asked to pay higher rates than those charged other distributors. The suit had asked \$132,000 for damages.

Start 'Stage' Today

RKO's "Stage Struck," which will be filmed entirely in New York, goes before the cameras today at Production Center on West 26th Street. All shooting of the film will take place at the Production Center and on location in Manhattan's theatrical district, Shubert Alley, Central Park and Greenwich Village.

'Drango' Sets Record

United Artists' "Drango" has established an all-time weekday opening record at the Hart Theater in Baton Rouge, La., with a gross of \$1,100, it was reported by the film company. The picture opened there last Thursday.

Elephants never forget?



Elephants can never forget something they do not understand. Humans, too frequently, forget what they know...and that includes exhibitors. Don't let your theatre become a white elephant because you forgot the importance of trailers. Remember that trailers have stood the test of time with a jumbo patronage potential at small cost. Don't take them for granted. Play trailers regularly and continuously with every show. *Remember, trailers are not time fillers . . . they're seat fillers.*



NATIONAL *Screen* **SERVICE**
PRIZE BABY OF THE INDUSTRY

SINDLINGER

Survey showed 34.2 per cent went to the movies because of TRAILERS!

NATIONAL THEATRES CIRCUIT IN 21 STATES

Survey showed 43 per cent went to the movies because of TRAILERS!

Trailers - Showmen's Socko Salesmen!

Disney Deal

(Continued from page 1)

produce three program series for ABC Television, "Disneyland" and "Mickey Mouse Club," and a brand new series "Zorro."

"Zorro" will be a new live-action series of 39 weekly half-hour adventures which the Walt Disney Studios plans to introduce in October. It will be a night time show.

Twenty-six new hour-long shows are being scheduled for "Disneyland," Disney's weekly series commencing its fourth season on ABC-TV in September.

Harry Suskind Dies

Harry Suskind, a member of Universal Pictures' home office department, died suddenly Friday morning while enroute to work from his home in South Norwalk, Conn. Suskind was a veteran of 20 years in the industry, holding posts in the art departments of 20th Century-Fox and United Artists, as well as doing freelance work before joining Universal two years ago. He was 55.

Name K.C. Officers

KANSAS CITY, Mo., Jan. 20—Ed Hartman has been elected president of the Motion Picture Association of Kansas City, succeeding Ralph Amacher. The other new officers are: Harry Gaffney and Frank Thomas, vice-presidents; M. B. Smith, secretary and Richard Orear, treasurer.

REVIEW:

Wicked As They Come

Columbia

ARLENE DAHL HAS quite a time in this film as she makes her way, step by step and man by man, from the tenements of New York to the mansions of Europe. No male stands in her way as she not too graciously leaves them dangling, and her ambition seems endless until she becomes involved in murder.

This lurid tale is familiar stuff but there's some bite left yet thanks to some bright dialogue in the screenplay by Ken Hughes, some good acting by the primarily British cast and the continual appearance of Miss Dahl.

The young lady's social and financial transformation begins when she wins a beauty contest, the prize of which is a trip to Europe. En route she meets Phil Carey, a television producer who works for a large advertising agency but she's interested in richer game. In England she wiggles her way into a job with Carey's immediate superior, Herbert Marshall, who is married, and her scheme to acquire him backfires when she discovers his father-in-law owns the advertising agency by which Carey is employed.

Unwilling to be a penniless bride and unlimited in resourcefulness she sets her sights for the jackpot—the widowed father-in-law. It takes little coaxing on her part and ere long they're man and wife. But happiness is not to be Miss Dahl's forte for not only is she bored but also her old friend, the photographer, is seeking revenge. The result is her inadvertent killing of her husband and the not-so-circumstantial evidence which almost hangs her. But ever-faithful Carey discovers the truth about the murder.

"Wicked As They Come" has been smartly produced by Maxwell Setton and capably directed by Hughes. Despite its sensational qualities and familiar look, it manages to hold an audience's interest and should keep most adults fairly well entertained.

Running time, 94 minutes. Adult classification. For February release. J. R.

Dollinger 'No

(Continued from page 1)

a new slate of officers and to appoint standing committees for the coming year. A nominating committee of allied leaders will select the new slate and present it to the board for approval. It has been a practice of Allied in the past to name the treasurer of the organization as the successor to the outgoing president.

Dollinger, who is also a member of Allied's Emergency Defense Committee, said that pressing business affairs give him little time to devote to national exhibition affairs. Gordie when last in New York, indicated that he, too, would have to turn down the position due to "pressing business and personal affairs."

On Friday, it was announced that Dollinger would be a principal in the newly-formed Triangle Theatre Service.

It is likely, therefore, that a successor to Shor will be either Kalver, president of Indiana Allied, or Berenson, president of Allied Theatre Owners of the Gulf States. Earlier this year, Shor said that he would not serve another term as Allied head.

Kalver and Berenson have been prominent in recent Allied affairs. Kalver was the keynote speaker at the organization's Dallas convention and Berenson has been appointed a member of Allied's arbitration group.

Rank Representatives

(Continued from page 1)

frey Martin, advertising and publicity director. Hargreaves arrived here from London over the weekend and Martin came here from Florida.

The Rank film executives are expected to leave here this week for a swing around the country to survey the domestic market regarding the establishment of branch offices in Easter. Rank Film Distributors America also are expected to move into their New York headquarters at 729 Seventh Ave., here by the end of the month.

SBA Loan Granted

(Continued from page 1)

last fall it would accept loan applications from conventional theatres needing funds for modernization and improvement.

SBA officials said two loan applications are now pending—one for \$16,800 from a West Virginia exhibitor and one for \$40,000 from a Texas exhibitor.

Set 'Wings' Preview

HOLLYWOOD, Jan. 20.—M-G-M "The Wings of Eagles" will be especially screened for the trade press and newspaper reviewers and feature writers aboard the carrier Lexington sea, off Long Beach, Thursday. The Navy, through whose cooperation the picture was made at Pensacola and aboard the U.S.S. Philippine Sea, will be host to the writers at dinner and tour of the ship preceding the screening.

IN LOS ANGELES

THE SIXTH ANNUAL COMMUNION BREAKFAST

for Catholic people of the motion picture industry in the Los Angeles area will be held Sunday, February 3rd; Mass at nine o'clock at Blessed Sacrament Church, with breakfast immediately following at the Hollywood Palladium.

For information and tickets, communicate with the member of the Sponsoring Committee in your office or Studio, or Jack Vizzard at 8480 Beverly Blvd. Tel: OLive 3-2200.

U. K. Theatres

(Continued from page 1)

closure of cinemas," the Journal states. The theatres closed during the third quarter were mainly those with between 251 and 750 seats.

Gross takings in the third quarter of 1956 at £28,576,000 (\$80,012,800) were 11 per cent more than in the corresponding quarter of 1955 and 12 per cent more than in the second quarter of 1956. These increases, it is stated, were due in the main to the increased prices of admission introduced by the major circuits in June 1956.

Judge Grants Mistrial

(Continued from page 1)

Federal District Court, the decision was reversed and the case sent back to Salt Lake Federal Court for retrial. This ended in a "hung" jury. Then after being out for two days this time, the jury was deadlocked and a mistrial granted when both parties agreed to it.

NTA Sets Press Meet

National Telefilm Associates will hold a press conference at 3 P.M. today at the Hotel Warwick here to announce the formation of a new subsidiary that will operate in the theatrical release field.

VIEW:

The Halliday Brand

U.A.

GRIPPING BUT exceedingly grim and moody film is "The Halliday Brand," latest in the ever-increasing number of adult Westerns available today. It features a particularly good cast, a better-than-average story and some interesting direction by Joseph H. Lewis.

The story tells of the Halliday family, wealthy cattle ranchers and the leading family in the community which was virtually built by Ward Halliday, the father, who is also the sheriff of the town. When he discovers his daughter is in love with a half-breed, he forbids the marriage. Later the Indian is suspected as a cattle rustler although actually innocent and is lynched by a mob while Bond is away on a pretense.

The older son, Joseph Cotten, ashamed of his father, tries to console the family of the boy only to see the father killed (in the name of self-defense) by Bond. Cotten has fallen in love with the sister of the dead boy by this time and is so enraged by his father's actions he threatens to ruin him. He keeps his promise by committing various acts of violence against his father and the ranch and eventually he robs the town bank, saying he will return the money when his father turns in his badge. Bond, more bitter and neurotic than ever, does his man hunting alone and when father and son finally meet it is Cotten who wins the physical battle.

All this is told in flashback as Bond, dying, has asked Cotten to return sensibly to forgive him but actually to kill him. Cotten then remembers the cause of all the trouble and when the picture returns to the present, the whole family is in on the showdown. In an ugly climax, the children turn against Bond who dies none too heroically.

Some interesting actors, not usually associated with Westerns, are included including Viveca Lindfors as the Indian girl and Betsy Blair, in her first film since "Marty," as the sister. Cotten and Bill Williams, as the younger son, are quite good and Bond is excellent as the merciless, over-crazy father. Collier Young produced and George W. George and George S. Slavia wrote the story and screenplay. "The Halliday Brand" is an offbeat Western with some action and much characterization. Despite its accent on gloom, it has the power to hold its audience and keep interest.

Running time, 77 minutes. Adult classification. For January release.

JAY REMER

Eastman Fourth Quarter Ahead of '55: Robinson

ST. LOUIS, Jan. 20 — Preliminary estimates indicate that the Eastman Kodak Co. fourth quarter business was above that of year ago, according to Archbold H. Robinson, Kodak's treasurer. Robinson addressed a luncheon meeting here held by the St. Louis Society of Financial Analysts at the Missouri Athletic Club.

Good results in Kodak's fourth quarter, Robinson stated, were principally attributable to sales gains in Kodak's photographic products and high-level sales for plastics and chemicals. Kodak's research and development programs continue to make very good progress, Robinson pointed

out. Research advances resulted in development of new high-speed black-and-white film for sports and news photography, among other advances, Robinson said.

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'Daylite-Time,' Holiday Bills Re-Filed in N.Y.

ALBANY, N. Y., Jan. 20 — Sen. Pliny Williamson, Westchester Republican and chairman of the Judiciary Committee, has reintroduced a bill advancing the date for the start of daylight saving time from the last to the first Sunday in April. The measure, which reached third reading in the Senate last January, was then re-committed for amendment and was not again reported from the judiciary.

Williamson also re-presented a bill which would create five "long" weekends, by changing the dates for observance of Washington's and Lincoln's birthdays, Memorial Day, Veterans Day and Columbus Day.

Tour for 'The Gun'

The four-ton, 31-foot cannon used by Stanley Kramer in filming "The Pride and the Passion" will be toured to 63 key cities in a five-month promotional swing budgeted at \$52,000, it has been announced by Roger H. Lewis, United Artists national director of advertising, exploitation and publicity. The tour for "The Gun," as it is called in the VistaVision film, encompasses an 8,500-mile itinerary and will cover cities in 32 exchange areas.

Televisión Today



M. P. DAILY picture

PUBLIC SERVICE: what is it, how do you give it, and where do you go from there. Westinghouse Broadcasting February 27 and for two days thereafter in Boston will explore the subject. It will hold what it believes is the first forum on public service for broadcasters and telecasters, in which executives of stations large and small, network and independent, and even educational as well as commercial will delve into concept, methodology—and perhaps execution. Donald McGannon, WBC president, left, and Richard Pack, programming vice-president, told newsmen and women about it the other day over cocktails and luncheon in 42nd Street headquarters. Said McGannon: "Most sustaining programs are quite an investment. And many are audience-killers. We want to find out how to put more flare into them. And generally this is a universal problem in the industry. Unless you get someone to look at your noble efforts, you've failed. Perhaps when we get these people together we can generate more enthusiasm. Maybe this meeting will start a lot of thinking. We are prepared to invest more money to give this thing a hefty college try."

Tape Debut Slated On NBC-TV Program

NBC-TV will inaugurate the first regular use of magnetic video tape in the eastern part of the country tomorrow with the daily telecasting of its Truth or Consequences. Actually, the network's first use of a program recorded on Ampex tape will occur today, when the Presidential oath-taking ceremony will be rebroadcast less than an hour after its live showing.

'More Civilized Hour'

Truth or Consequences, which originates in Hollywood, has heretofore gone on the air at 8:30 A.M. PST for viewing in the east at 11:30 A.M. EST. Its showing later in the day in the west has been via film kinescope recording. Use of the video tape will allow the program to be pre-recorded at what the producers describe as "a more civilized hour" so that it can be put on at any time, even minutes after it has been recorded.

Mennen To Co-Sponsor

The Mennen Co., makers of toiletries for men, steps in as co-sponsor of NBC-TV's Robert Montgomery Presents next Monday night, replacing Schick, Inc. Alternate week co-sponsor is S. C. Johnson and Son, Inc., manufacturers of Johnson's Wax. Mennen is represented by Grey Advertising.

Report 679,993 Sets Produced in Nov. '56

From THE DAILY Bureau

WASHINGTON, Jan. 20. — Television set production in November 1956 was higher than production in November of the previous year, but dropped from the number produced in October 1956, the Radio-Electronics-Television Manufacturers Association announced over the week-end.

631,654 the Year Before

RETMA reported that 679,993 sets were produced in November 1956, compared with 631,654 sets turned out in the previous November and 820,781 sets in October 1956.

In the first 11 months of 1956, 6,760,045 television sets were produced, RETMA said, a drop from the 7,151,895 sets turned out in the same period of the preceding year.

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Screenplay
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From the
novel by ROBERT SYLVESTER

THRU
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MOTION PICTURE DAILY

L. 81, NO. 15

NEW YORK, U.S.A., TUESDAY, JANUARY 22, 1957

TEN CENTS

Lots Readied

MGM Begins Production of TV Films

Report Sales and Profit for Current Quarter

MGM is beginning the direct production of films for television, Joseph Vogel, president of Loew's, Inc., announced yesterday in a letter to shareholders accompanying the annual report of the company for the year ended August 31, 1956. Both gross sales and operating profit of Loew's-MGM showed a healthy upswing in the first quarter (Continued on page 5)

Ask Manufacturers For Sweepstakes Aid

National manufacturers will be encouraged to enlist their aid in distributing prizes during the Academy Awards sweepstakes, it was decided yesterday at a meeting of the national tie-in committee of the Motion Picture Association of America. Alfred Tamarin, chairman of the sweepstakes subcommittee of the business building unit of MPAA, presented the current situation in the campaign (Continued on page 4)

Court To Review Case Of 'Work Exclusion'

From THE DAILY Bureau
WASHINGTON, Jan. 21.—The Supreme Court today agreed to review the case of 23 motion picture actors, writers and other workers who argued that they were "excluded" from all employment opportunities in the film industry after they refused to testify before the House Committee on Un-American Activities. The (Continued on page 4)

Televisión Today

Page
5

Organize NTA Pictures, Inc.

By LESTER DINOFF
(Picture on Page 4)

National Telefilm Associates has formed a wholly-owned subsidiary, NTA Pictures, Inc., which will devote itself exclusively to the release and distribution of motion pictures to theatres in the domestic market, it was announced here yesterday by Oliver A. Unger, executive vice-president of NTA.

In announcing the new venture, Unger also disclosed that Erwin Lesser has been named vice-president in charge of distribution for NTA Pictures, Inc., which proposes to release a minimum of 12 features in 1957 starting with "The Bells of St. Mary's" and "Gulliver's Travels."

Unger pointed out that the new NTA subsidiary will adhere to "a firm policy of guaranteeing" at least (Continued on page 4)

'Black-and-White Best For Drama': Frank Ross

(Picture on Page 2)

Dramatic, emotional stories are "more powerful" when filmed in black-and-white than in CinemaScope and color, in the opinion of producer Frank Ross. He announced plans yesterday to star Frank Sinatra in "Kings Go Forth," which United Artists will finance and distribute.

Speaking at a press conference, Ross said that "CinemaScope on (Continued on page 2)

TOA Approach to Trade Problems Called 'Constructive' By Majors

The major distribution companies have informed Ernest Stellings, president of Theatre Owners of America, that the national exhibition organization's approach to industry trade and box office problems is "sound and constructive," according to a prominent TOA executive.

Stellings, who is expected to arrive here from Charlotte, N. C., some time this week, met with representatives of the production-distribution companies late last year. It is expected that the TOA head will meet once again with these executives as well as with leaders of his theatre group during his visit here.

The companies are most anxious to cooperate in any all-industry plan for

Announcement Expected Today

U-I Deal for RKO Distribution Set

Foreign Operations Continue for 3 Years; High Executives Resign

With an announcement of the closing of the deal by which Universal will take over domestic distribution of RKO Radio pictures expected momentarily, word of imminent executive changes in the company's top echelon seeped out yesterday.

Slate Big Promotions For 20th-Fox 26 Films

Twentieth Century - Fox has launched large national promotional campaigns to pre-sell each of 26 films it has scheduled to open through June in every stage of release, it was announced yesterday by Charles Einfeld, vice-president. The releasing schedule is said to be the company's largest in over 10 years.

To utilize "new concepts and techniques of merchandising," campaigns on the first six months' releases have been created (Continued on page 2)



Charles Einfeld

J. Miller Walker, vice-president, secretary and general counsel of RKO Pictures and RKO Teleradio Pictures, who has been with the company for more than 20 years, has resigned, effective early next month.

William H. Clark, treasurer of RKO Radio and the company's representative on the board of directors of the Motion Picture Association of America, also has resigned, effective in about three weeks. Clark has been with the company for 26 years.

In addition, Garrett Van Wagner, comptroller, and with the company for more than 20 years, will leave the company March 1. It is understood that Van Wagner's leaving is (Continued on page 4)

IFE To Drop Exchange In Cleveland Feb. 1

Special to THE DAILY

CLEVELAND, Jan. 21.—The IFE Releasing Corp. is closing its exchange here effective February 1, according to notification received by Claudia Astrom, office manager. The notice did not state whether this is a local or national policy, nor what disposition is to be made of the IFE product.

Sal DiGennaro is due here today to (Continued on page 2)

MPEA Board to Hear East European Report

A progress report and discussions on film sales to East European countries will highlight the agenda of today's meeting of the board of directors of the Motion Picture Export Association.

The MPEA directors will discuss (Continued on page 4)

improvement of the business, the TOA president was informed. Universal, Loew's Inc., 20th Century-Fox, Columbia, RKO Radio Pictures and Paramount Pictures all informed Stellings that cooperation can be expected for any plan which will help "all small theatres keep their doors open."

The TOA official here disclosed at the weekend that Universal informed (Continued on page 2)

PERSONAL MENTION

MAURICE "RED" SILVERSTEIN, who handles "outside" producers for M-G-M, returned to New York yesterday from the Coast.

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, has returned to New York following a trip to the Midwest.

JOSEPH G. ALTERMAN, assistant secretary for Theatre Owners of America, has returned to New York from Miami Beach.

JOSEPH GOULD, United Artists advertising manager, has returned to New York from Hollywood.

MERLIN LEWIS, executive secretary for Theatre Equipment and Supply Manufacturers Association, has returned to New York from Miami Beach.

LILLI PALMER arrived in New York from London yesterday via B.O.A.C.

BUDDY ADLER, 20th Century-Fox executive producer, has returned to Hollywood from New York.

DOUG AMOS, general manager of Lockwood & Gordon Theatres, Boston, has left there for a vacation in Cuba and Mexico.

National Theatres Meet Slated February 19

The annual meeting of the stockholders of National Theatres, Inc. will be held on February 19 in Los Angeles to elect 11 directors, select auditors for the corporation and transact "other business."

The company's proxy statement and meeting notice reveals that nominees for elections as directors are eleven persons now on the board. They include Gregson Bautzer, John B. Bertero, Peter Colefax, George H. Heyman, Jr., Earle G. Hines, Willard W. Keith, Alan May, Richard W. Millar, Elmer C. Rhoden, F. H. Ricketson, Jr. and Graham L. Sterling, Jr.

Paramount Dividend

The board of directors of Paramount Pictures Corp. yesterday voted a quarterly dividend of 50 cents per share on the common stock payable March 15, 1957 to holders of record February 27, 1957.

TOA Attitude

(Continued from page 1)

Stellings it is in accord with TOA that an arbitration and conciliation system would be beneficial and is necessary. The company also said that if any small theatreman has film rental problems, the situation could be alleviated, he stated.

Twentieth Century-Fox informed the TOA head that it is "100 per cent for a national advertising campaign" and that "arbitration is essential to the industry," the prominent Eastern exhibitor stated. The 20th-Fox policy is that "every theatre now operating must remain open and that the company will do its share, through adjusted film rentals in aiding exhibitors all they can," he said.

Columbia Favors Arbitration

Columbia Pictures' position, the TOA figure said, is similar to that of Universal and 20th-Fox, but Columbia did not offer the direct help which the other two companies did. They agreed that arbitration was needed and that TOA's cooperative approach to industry problems "would be welcomed by all of distribution," he said.

RKO's position is that it is essential to keep all theatres open and that local branch managers have the right to take complete action without consulting the home office in making agreements when the gross is less than \$1,000 per week, the TOA official said.

It was pointed out that in the case of Paramount Pictures that this company was "very disturbed over the wide divergence between exhibition and distribution." This company suggested that the industry advertising and promotion campaign would be the best way in which all facets of the business could be brought together to overcome differences, the Eastern exhibitor said.

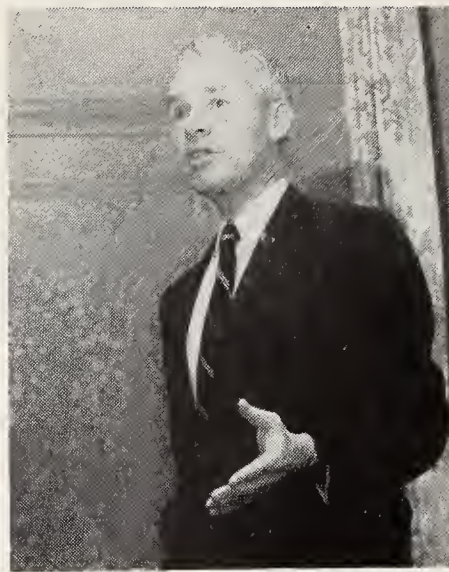
Ellsworth to Produce Theatre and TV Films

HOLLYWOOD, Jan. 21 — James Ellsworth has announced formation of a motion picture and television producing company, James Ellsworth Productions, with three feature pictures and one television series on its 1957 agenda.

The first feature will be "Five Minutes to Live," with Scott Brady co-starred. The television series will be titled "Champions of Sports," each segment dealing with a different outstanding athlete.

King Dividend Set

HOLLYWOOD, Jan. 21 — King Brothers Productions, Inc., has announced a five per cent stock dividend to stockholders of record on Feb. 2.



M. P. Daily picture
Frank Ross, at his Waldorf suite yesterday.

Ross Prefers

(Continued from page 1)

"Kings Go Forth" would only "tinsel it up." The producer of 20th Century-Fox's "The Robe," the first to use CinemaScope, added that he still believes "The Robe" would have achieved a greater degree of emotional appeal if the picture had been shot in black-and-white.

Commenting on his forthcoming production for UA, Ross said he anticipates "difficulties" in selling the film as the story has some references to racial problems and mixed marriage. He said that the picture, scripted by Merle Miller, will start shooting on Aug. 5 in France.

Ross also told of his plans to produce a half-hour television series, "Molly," which will star his wife, Joan Caulfield.

IFE to Drop

(Continued from page 1)

supervise the closing of the branch. Mark Goldman, district manager ever since the opening of the IFE exchange is in Florida convalescing from an extended illness.

Dr. Renzo Rufini, president of IFE, is enroute to New York to discuss with Seymour Poe, executive vice-president, the future of the company.

Warner Here Tomorrow

Jack L. Warner, president of Warner Bros., will arrive in New York tomorrow from Washington, D.C. where he was a guest at the Eisenhower-Nixon inaugural ceremonies. On Thursday he will accept the Brotherhood Award of the National Conference of Christians and Jews at the organization's annual dinner at the Waldorf-Astoria. While here Warner will confer with his company's home office executives on forthcoming product.

FoxPromotion

(Continued from page 1)

to reach the largest potential audience, with special emphasis given to teenage audience, and to generate maximum interest in each picture at least 60 days in advance of play dates.

During this half year period, Einfeld said, the company will be handling some of its most important attractions since "The Robe," including Darryl F. Zanuck's "Island in the Sun," "Heaven Knows, Mr. Allison," "Oh Men! Oh Women!," "Boy on Dolphin," "Three Brave Men," "The True Story of Jesse James," "The Faces of Eve," and "The Wayway Bus."

Big Drive for 'Eve'

Typical of the new promotion policies being instituted is a three month advance campaign on "The Faces of Eve," psychological drama written for the screen, directed and produced by Nunnally Johnson. It is a June release which will introduce Joanne Woodward in the title role. A massive drive has been set with McGraw-Hill, publishers of the true life story on which the film is based. Release date of the book, February 18, coincides with the start of filming and will signal the start of simultaneous film-book publicity campaign.

The two-pronged drive will include national newspaper advertising, magazine, wire service and newspaper stories on Miss Woodward, interviews with the authors of the psychiatric case study, a cross-country tour of Johnson, plus related newspaper, radio and radio promotion.

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PEOPLE

Arthur J. Miller, who for the past months has been general manager of East Coast operations for Pathe Laboratories, has been named a vice-president of the company.

Melvin J. Fox, Philadelphia exhibitor, has been named division chairman for the annual membership rollment campaign of the Philadelphia Fellowship Commission, a joint community effort to promote racial, religious and nationality understanding.

Rear Admiral Stanley F. Patten, S.N. (Ret.), vice-president and treasurer of Allen B. DuMont Laboratories, has announced his retirement. He plans to make his home in California.

Richard B. DeMalle, assistant general manager of the international division of Eastman Kodak Co., has been named general manager of the division. At the same time Marcel Lot, also an assistant general manager of the international division, has announced his retirement from the company after 30 years of service.

Paul P. Porter, Jr., advertising assistant in charge of x-ray and motion picture products, has been named advertising manager for the DuPont Photo Products Department. He succeeds John E. Sly, advertising manager since 1953 and now a special advertising research and marketing adviser for the company's Fabrics and Finishes Department. R. L. Snowberger, x-ray technical representative in Vermont, western Massachusetts, and Connecticut, succeeds Porter as assistant advertising manager.

Harry Lamere of Ludlow, Vt., aiming to be the oldest exhibitor in consecutive years in the state, has sold his Pa-Ra-Mo Theatre in Ludlow to Mr. and Mrs. Raymond Ellis of Waterbury, Conn. Lamere is continuing his activities in his printing business which he has operated for 42 years.

Begin Promotion on 'The Bridge on River Kwai'

A series of press communications have been inaugurated on progress of the production of Sam Spiegel's adventure drama, "The Bridge on the River Kwai," which Columbia Pictures will release. A special project group of writers and photographers is providing special material to the press. The film is based on the best-selling novel of French writer Pierre Boulle, and was inspired by an actual incident during World War II—the bridging of the River Kwai in Malaya by Japan for its Burma-Siam "death railway" built by European prisoners of war. Production continues until March, 1957.

Japanese Study Effects Of TV on Theatres in U. S.

Japanese film leaders in New York to present the first Japanese Film Week here are also taking a look at the current status of U.S. television and motion pictures in order to anticipate the effect of Japanese TV on their own industry in the near future.

Four executives from Japan — Hiroshi Okawa, president of Tosei Co., Ltd.; Shin Sakai, executive director of Daiei Co., Ltd.; Kazuo Takimura, producer of Toho Co.; and Goro Uzaki, U.S. representative of Toho—yesterday expressed the hope that, by observing conditions here, they could anticipate the same problems "at home."

There are about 400,000 TV sets in operation in Japan today, according to Okawa, who is also head of the Japanese film delegation. The four executives estimated that the figure was currently increasing at the rate of 30,000 sets per month. By studying the history of TV development in the U.S., "we hope to anticipate at just what point in its growth it will begin affecting our motion picture industry," Sakai said.

Wide-Screen on Increase

The tendency in the Japanese industry now is to develop wide screen processes and go into extensive production of wide screen pictures, Okawa said. This would mean a cut of "about 100 pictures" in the 1957 production schedule of Japan, he estimated. There were 514 features made in 1956. The six largest companies turned out "about 500" of these, it was reported.

Okawa announced that his studios were considering SuperScope, for which they have a license, and a French wide screen process, Dyaliscope. Sakai said that Daiei would use VistaVision. Toho is developing its own process, similar to CinemaScope, Takimura said.

There are about 1,500 of Japan's 5,600 theatres equipped for wide

New Posts for Rand, Feldman at 20th-Fox

Harold Rand has been named metropolitan newspaper contact and Edward S. Feldman, trade paper contact for 20th Century-Fox, it was announced yesterday by Edward E. Sullivan, publicity director. Both appointments are effective immediately.

Rand, who has been trade paper contact for the past three-and-a-half years, joined the company in 1950 upon graduation from Long Island University. Before assuming the post of trade representative, he was a member of the home office publicity department in a number of writing and contact positions.

Feldman, who also joined 20th Century-Fox in 1950 following graduation from Michigan State University, has held a number of publicity and advertising posts including fan magazine contact, copywriter and staff publicity before moving into his new position.

screen films, some 600 of them showing exclusively foreign pictures. The motion picture producers, who own or have contracts with the theatres in Japan, will be doing extensive remodeling to equip them with wide screens, the executives said.

The production companies are almost forced into changing most of their theatres to wide screen because of the block booking system which is in operation in that country, it was explained. In order for wide screen pictures to bring in profit, it is obvious they must play through the circuits. The Japan Motion Picture Association decided this would be preferable to abolishing block booking.

Fewer-and-Better Stressed

The Japanese, like the Americans, are "consolidating," Okawa said, and concentrating on fewer pictures with more quality as a means of off-setting or postponing the threat from TV.

Drive-ins are no problem at all, it was explained. The climate is fine, but there are not enough automobiles. Most of the vehicles in Japan are commercial and government owned. There are no drive-in theatres.

Latin America Meets for U-I

Universal Pictures president Milton R. Rackmil and foreign general manager Americo Aboaf will confer with U-I's Latin American staffs in two territorial sales meetings set for Buenos Aires on January 28 and Rio de Janeiro on February 4. U-I Latin American supervisor Al Lowe will also be present at both meetings.

Argentina manager Enrique Pardo will head his delegation at the Buenos Aires meeting which will include his headquarters staff, sub-branch managers and bookers. Managers of U-I branches from three neighboring countries, Raul Viancos from Chile, Pablo Dias from Peru and Maurice Paiewonsky from Uruguay will also attend.

The delegation for the Rio meeting will be headed by Brazil's manager Rudi Gottschalk.

Offer Sound Course

A course in motion picture sound recording for soundmen actively engaged in the motion picture and television industries has been organized by the Society of Motion Picture and Television Engineers in co-sponsorship with Motion Picture Studio Mechanics Local No. 52, IATSE. To be given in cooperation with the Office of Special Services to Business and Industry of New York University, the course will run for 20 weeks beginning Feb. 6.

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Source: A Study of Four Media

'Sweepstakes'

(Continued from page 1)

to the committee. After a lengthy discussion, each member of the group agreed to personally contact "four or five" acquaintances connected with important national manufacturers.

The manufacturers would be asked to back up their local outlets in the matter of giving prizes to Sweepstakes winners in each local situation. It was decided that this would be the easiest method of implementing the contest, which will be carried on by exhibitors at the local level. Merchants are more prone to tie in with exhibitors for promotional programs involving prizes if they have the support or approval of the national manufacturer, it was brought out at the meeting.

Present at the meeting, besides Tamarin, were: Harry Goldstein, Allied Artists; Harold Danziger, Columbia; George Fraser, Paramount; Jack Kingsley, Warner Bros.; Lige Brien, United Artists, and Alec Morse, representing the Council of Motion Picture Organizations. Taylor Mills represented MPA, sitting in for Arthur DeBra, committee chairman.

Although there has been no official announcement that COMPO will take over conducting the Sweepstakes and other business promotion campaigns, the presence of Morse at the committee meeting yesterday was viewed as an indication that such a statement will soon be made.



M. P. DAILY picture

Erwin Lesser, who will sell to theatres, and the man who introduced him at yesterday's NTA press conference, executive vice-president Oliver A. Unger.

Organize NTA Pictures, Inc.

(Continued from page 1)

one year clearance," for theatrically released features prior to making them available for television. "We will not use exhibitors as a comfort station on the highway of life," Unger stated. His company is going into the theatrical distribution "because we feel that theatres are here to stay and that the business will grow. NTA Pictures will give its customers no surprises, but will afford them respect and guarantees on clearances."

Unger said further that at present NTA operates in Boston, New York, Chicago, Minneapolis, Los Angeles,

Dallas, Montreal and Toronto and expects to shortly open branches in Atlanta and Seattle.

The two pictures scheduled for release by NTA Pictures were acquired by NTA several months ago when the television distribution company purchased Rainbow Productions, a wholly-owned subsidiary of Paramount Pictures, for \$725,000.

Unger said that in re-releasing "The Bells of St. Mary's," NTA Pictures "would be disappointed if it did not receive a gross of \$500,000." Lesser said that the production had a world gross of \$11,437,053 when it was originally released. He added that by having between 150 to 200 prints, "we will be able to get into every corner."

It was also said that NTA Pictures will negotiate with independent producers on distribution of their product "at a fee less than that now being charged by the major film distributors."

Court to Review

(Continued from page 1)

court will probably schedule argument on the case later in the year.

The group brought the suit against all the major studios, leading independent producers and top Hollywood executives. It claimed that distributors, producers, members of the Motion Picture Association of America and the Society of Independent Motion Picture Producers and the members and the staff of the House committee had, by concerted activity excluded the 23 from obtaining employment in Hollywood.

The California courts threw out the suit on the ground that there was no evidence of any specific or intended contract between employers and the members of the group, and therefore no showing of any interference with any legally protected right. The courts said that the group members had failed to show that they had any existing or prospective employment which was interfered with.

The 23 included Michael Wilson, Gale Sondergaard, Howard Da Silva, Waldo Salt, Paul Jarrico, Guy Endore and Anne Revere.

U-I, RKO Deal

(Continued from page 1)

not related to current developments in RKO Radio or to the imminence of the Universal deal closing. V. Wagner is said to have given the company notice of his intention to retire several months ago.

Closing of the domestic distribution deal with Universal was reported to have been set yesterday with an official announcement scheduled to be made today. Foreign distribution of RKO Radio would not be affected. The company's foreign sales organization would be continued for at least another three years, it was said, handling not only RKO Radio product but also that of independent and outside companies which have deals giving RKO Radio foreign distribution rights.

RKO Radio has 15 pictures completed or nearing completion and four others scheduled for production on locations outside the Hollywood studio between now and June. All these 19 presumably will be turned over to Universal for distribution. Activity at the RKO studio in Hollywood ceased some time ago. The company still owns the old Pathe studio in Culver City.

Cannot Affect Disney Deal

Among RKO's foreign distribution deals is one with Walt Disney Productions which reportedly cannot be resigned by RKO Radio to another distributor under terms of the contract. Observers are speculating about the effect this circumstance may have on the decision to continue RKO Radio foreign distribution. The company also handled domestic distribution for Disney for many years until recently. Disney formed Buena Vista to take over in the domestic market with physical distribution being handled by National Film Service.

It is believed that more than 50 persons in the RKO Radio domestic distribution organization might be affected by the Universal deal, which has been in negotiation for a matter of weeks. Closing reportedly was delayed by legal considerations.

MPEA Board

(Continued from page 1)

the sales contract clauses under which American product will be sold in Hungary, Czechoslovakia, Poland and East Germany.

Also on the agenda of the board meeting are the division of exchanges in Israel and a West German film proposal which calls for companies to have a uniform selling date for product.

THE SEVENTH ANNUAL COMMUNION BREAKFAST

for Catholic people of the motion picture industry in the New York area will be held Sunday, February 3. Mass at nine o'clock at St. Patrick's Cathedral, with breakfast immediately following in the Grand Ballroom of the Hotel Waldorf-Astoria.

For information and tickets, communicate with the member of the Sponsoring Committee in your office, or Miss Marguerite Bourdette, Room 1107, 1501 Broadway. Tel.: BRyant 9-8700.

(Tickets \$3.75 each)

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IGM Producing TV Films

(Continued from page 1)

the current fiscal year. The company's report showed net profit after taxes and other deductions of \$1,745,000 for the 12 weeks ended Nov. 22, 1956, compared to \$248,161 in the corresponding period of the preceding year. Results were equivalent to 11 cents per share in the 1956 quarter and 15 cents in 1955. Gross sales and operating revenue in the first quarter were \$38,618,000 compared to \$34,000,000 a year earlier.

The new program will center on the special division known as M-TV. Already in the planning and pre-production stages are pilot films based on some of MGM's film successes.

The annual report for the 1956 fiscal year shows that the consolidated net profit after taxes (including profit in theatre subsidiaries) amounted to \$4,837,729 (equivalent to 91 cents per share) compared to \$5,311,733 (equivalent to \$1.03 per share) the preceding year. Operating revenues amounted to \$172,355,933 compared to \$170,952,059 in the prior year. It was noted that current and working capital assets are three and two-third times current liabilities, that the net book value is \$27.17 a share, and that earnings for the first 12 weeks of the current fiscal year are 33 cents per share as against 5 cents for the same period last year.

In line with the studio's new film production program, Vogel reported a contract signed with Alfred Hitchcock as a producer and director of the current best selling novel, "The Week of the Mary Deare," Major M films scheduled for early release include:

"Raintree County," photographed with the new 65mm camera process developed by MGM; "The Wings of Eagles," "Designing Woman," "Something of Value," and "Ten Thousand Bedrooms."

Besides the original productions to be made for television, Vogel reported the leasing of the pre-1949 sound film library of over 700 films to TV continues profitably, with contracts to date totaling gross income of more than \$31,000,000 representing licenses to 29 cities.

The report states that negotiations

between Loew's and the insurance company holding the \$30,000,000 funded debt of the company over the division of the debt between the picture company and the theatre company are still proceeding. Indications are, however, that they cannot be concluded by the Feb. 7 deadline for the divorcement of the company, as reported in MOTION PICTURE DAILY of Jan. 11.

The Loew's report states that the company's consolidated net profit before Federal taxes and funded debt interest last year was realized 49 per cent from theatre operations (domestic) and 51 per cent from picture operations, and, after taxes, 40 per cent from theatre operations and 60 per cent from pictures.

Assets Principally 'Theatre'

The report also states that, of the company's \$92,356,611 fixed assets, \$61,218,322 are theatre assets (domestic). Of the inventories listed in the consolidated balance sheet, \$62,468,499 comprise assets which will remain with Loew's after separation.

Advances to independent outside producers, the report shows, have increased from \$1,073,098 in the prior year to \$8,896,125 this year.

In his letter to the stockholders, Vogel said he had accepted the office of president last October "not only with the full knowledge of the task ahead, but also with the determination to restore your company to a position of prominence so that it may once again produce the excellent financial results which marked its previous history."

Vogel noted that some reductions have already been made in operating costs, a number of personnel contracts have been terminated and overhead has been substantially reduced, and he added, "I intend that further cuts in operating costs be made which will directly benefit the stockholders."

'New Areas for Profits' Studied

Vogel said further that a major review of non-productive assets will be made, "either to revitalize them for production of satisfactory revenue or dispose of them." New areas for possible profits are now being considered, he added.

Vogel also presented to the stockholders the names of two newly elected members of the Board of Directors: Frank Pace, Jr., and George L. Killion. These two and eleven others are proposed for election to the board by the stockholders at the annual meeting February 28.

The annual report lists further profit from Loew's International operations, which continue to expand with the opening of new theatres, and from other subsidiaries such as Radio Station WMGM in New York and the MGM Records division. The broadcasting station shows an increased profit over the previous year, and the record company now profitably produces in excess of 100,000 records per day for itself and other recording companies.

Televisión Today

PASSING IN REVIEW....

IN A TELEVISION WEEK notable for the range and variety of the subjects covered, one show may stand out for some time, and not because it was the best though it was certainly good. This was Ernie Kovacs' haphazard but fascinating little half-hour "experiment" on NBC-TV Saturday night following the Jerry Lewis Show. "Experiment" is a pretentious way of describing the show which did away almost entirely with the spoken word. To anyone who watched his show last summer or to whom Kovacs' Monday-Tuesday appearances are the highlights of the Tonight week, Saturday's show was simply further evidence that in Kovacs a television intelligence is at work.

Camera Work a Highlight

The highlight of the "experiment" were some weird and wonderful animated credits, designed and created by John Hoppe in a manner that may well be a top secret, and which seem to be the first innovation in this direction since Producers Showcase and Playhouse 90 went in for abstractions and mobiles. Thereafter the show was a montage of low comedy gags and high level pantomime caught by some of the most imaginative camera work to be seen on TV in months. If there is an intelligence at work at NBC, they'll keep Kovacs busy when Tonight goes into limbo.

The first two-thirds of the Saturday Color Carnival over NBC-TV was the inimitable Jerry Lewis in his first solo big-show operation, and from this corner comes an unequivocal cheer, because we think Jerry is one of the truly great comic talents of these times, marked by a versatility and contagious laugh-pace which gives him few equals. He need worry not one bit about going it alone. He never did need anybody else. His new singing discovery, one Judy Scott, is a cute trick with a way with a song. Jerry in his initial effort offered fine entertainment Saturday—and he will always have a great talent.

Odyssey Founders

Odyssey (Sunday over CBS-TV) tried to go down after sunken treasure in the Florida Straits, but a stormy sea created such a murky underwater condition that when Charles Collingwood went down with a diving helmet over his earphones and mike, he couldn't see his hand in front of his face—and neither could we. However, it was an interesting and generally in-

Kraft's NBC Program Renewed for 11th Year

The Kraft Foods Co. has renewed its sponsorship of NBC-TV's Kraft Television Theatre, the longest continuously running dramatic program on network television, for the 11th consecutive year, William R. Goodheart, Jr., vice-president of NBC Television network sales, announced at the weekend. The 52-week renewal order calls for Kraft to sponsor the series, telecast in compatible color each Wednesday, through December 25, 1957. J. Walter Thompson is the company advertising agency.

Nelson Is Signed

Ralph Nelson has been signed to direct Rodgers and Hammerstein's "Cinderella," starring Julie Andrews. The CBS Television's special hour-and-one-half color musical will be seen Sunday, March 31. Nelson is one of the directors of the network's award-winning "Playhouse 90" series.

Sign Jeannie Carson

Jeannie Carson, star of CBS-TV's "Hey, Jeannie!" series has been set to star in "A Dangerous Thing," segment of "The Jane Wyman Theatre." The teleplay, written by Jerry Brewer, will be directed by Sidney Lanfield. Miss Carson will also appear on "The Ed Sullivan Show" Feb. 17.

Benjamin Joins CBS

Burton Benjamin has joined the CBS Television network as a producer with the primary assignment of developing a new program series for CBS Public Affairs. Benjamin has been associated with RKO-Pathe.

triguing hour—if you like to think about sunken treasure.

The weekend came—television-wise—to a magnificent conclusion with the Omnibus (WABC-TV) rendition of "Lee at Gettysburg," which recounted, from the standpoint and viewpoint of the failing Southern cause, those three bloody days, July 1, 2 and 3, 1863. Composed in the pattern of classic Greek verse, the TV dramatist Alvin Sapinsley has constructed an epic poem of grandeur and feeling. Its interpretation, under the direction of Delbert Mann, with the notable Civil War historian, Bruce Catton, as advisor, must stand as one of television's finest achievements. James Daly has made of General Lee a warm, human and splendid character, while hardly less able are the performances of Bruce Gordon as General Longstreet and Dick Moore as General Stuart. With background appropriately articulate music by Wladimir Selinsky, the production was moving, exciting, suspense-laden—and brilliant.—C.S.A. and V.C.

Loew's Abolishes Post Board Chairman

Loew's-MGM disclosed yesterday that the company's board of directors has amended the bylaws of the company eliminating the office of chairman of the board. MOTION PICTURE DAILY reported on Jan. 15 that the office of chairman probably would not be filled following the recent resignation of Arthur M. Loew from that post.

The post had been created by the board for Nicholas M. Schenck following his resignation from the Loew's presidency.

CAPACITY

Largest capacity in airfreight enables American to serve film distributors better than any other airline

A typical 100 lb. shipment of film from New York to Chicago costs only \$7.50 . . . only \$18.40 from Los Angeles to New York.



When film executives use airfreight for more efficient distribution . . . to be sure of better handling . . . to cut non-profitable transit time from days to hours, they specify American Airlines Airfreight. It's their best assurance of fast forwarding, dependable on-time deliveries. That's because American has space available when and where it's needed most with a combined lift potential of over 1,000,000 lbs. daily—the greatest capacity in airfreight!

AMERICAN AIRLINES AIRFREIGHT

carries more cargo than any other airline in the world

MOTION PICTURE DAILY

81, NO. 16

NEW YORK, U.S.A., WEDNESDAY, JANUARY 23, 1957

TEN CENTS

See Left
Para. Newsreel
Will Suspend
of Feb. 15

and to Cease Operation;
Plans Unsettled

amount Newsreel will cease op-
ns on Feb. 15, it was learned
day.
ure plans for the reel are un-
but Paramount officials indi-
that several proposals are under
sion and a decision is expected
reached in the near future.
has been reported that NBC is
sted in acquiring the commodi-
lant and laboratory on West
Street as a television film pro-
(Continued on page 5)

s Japanese 'Learned'
m American Films

apanese pictures and their devel-
nt owe much to the American
that have been coming into
trade press representatives
told at a luncheon yesterday by
hi Okawa, president of Toei Co.,
and chief of the Japanese motion
re delegation in New York for
apanese Film Week, now at the
um of Modern Art.
the 180 foreign pictures import-
(Continued on page 5)

st Audience' Coming
ck, Says Fitzgibbons

Special to THE DAILY
RONTON, Jan. 22.—Box office
s for such pictures as "War and
" and "Giant" give indication
"many people who have not
d theatres for a long time are
so again," according to John
(Continued on page 5)

television
Today Page 4

Confirm Closing of Univ. Deal for RKO Selling

AAP Acquires MGM's Shorts

Associated Artists Productions has
acquired the M-G-M short subjects
film library from Loew's, Inc., for \$4,-
500,000 under a five-year television
leasing agreement, the negotiations for
which were consummated here early
this week, it was learned yesterday.

Under the agreement, AAP acquires
some 900 short subjects and cartoons,
(Continued on page 5)

Create Program Board For MGM-TV Unit

From THE DAILY Bureau

HOLLYWOOD, Jan. 22 — Loew's
Inc. has created a television program
board under the direction of vice-
president Charles C. (Bud) Barry
which will consider story properties
and titles for production by the
M-G-M TV unit, it was announced
here today.

Barry, who has been here for a
(Continued on page 4)

Set Tentative Plan

National Ad Campaign for Theatres Agreed on by COMPO-TOA-MPAA

Plans for a national advertising campaign emphasizing the motion picture
theatre have been tentatively agreed upon by the business-building representa-
tives of the Council of Motion Picture Organizations, Theatre Owners of
America, and the Motion Picture As-
sociation of America, following a joint
meeting here Monday night at the
Harvard Club. Harry Mandel pre-
sided at the meeting.

The COMPO-TOA advertising idea
was presented by Harry Goldberg. It
was agreed that the campaign should
wait until a report has been received
from the research organization now
examining all aspects of the indus-
try's operation and the "public's at-
titude toward pictures." Hope was
expressed that this survey would elicit
facts that would develop a copy ap-

Effective Early in February; Foreign Operations to Continue; Hundreds Are Affected; Virtual Shutdown in U. S.

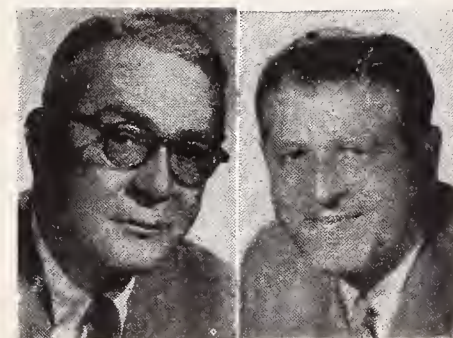
Official confirmation was issued yesterday that the deal by which Universal
will take over domestic selling and distribution of RKO Radio pictures "on
or about Feb. 1" has been closed.

Weiner, Salemsen Form New Distribution Firm

Sanford W. Weiner and Harold J.
Salemsen announced formation of
Film Representations, Inc., a new dis-
tribution company, yesterday. Active
business will begin next week, they
said, when their first release, as well
as an office address and other details
will be announced.

This will be followed shortly by
finalization of their plans for opening
of offices in various key exchange cen-
ters. The company will handle spe-
cialized films for road show presenta-
tion as well as general distribution.

Both men have recently resigned
(Continued on page 5)



Daniel O'Shea Milton Rackmil

O'Shea, president of RKO Radio Pic-
tures, and issued as a brief three
paragraph news release by the Uni-
versal home office publicity depart-
ment.

As of press time last night RKO
Radio had made no individual state-
ment of its own, nor could company
officials be reached for questioning.
In consequence, employees of the
(Continued on page 4)

15 Ask to Testify at Corporate Tax Hearing

From THE DAILY Bureau

WASHINGTON, Jan. 22.—Some 15
witnesses have asked to be heard at
Thursday's Internal Revenue Service
hearing on proposed regulations tight-
ening the tax treatment of personal
service contract corporations.

The proposed regulations would tax
at stiff personal holding company
rates, rather than the lower corporate
income tax rates, the income of firms
whose production activities are
(Continued on page 4)

PERSONAL MENTION

LOUIS ASTOR, Columbia Pictures sales executive, left here yesterday for a three-week business trip to the Midwest and Coast.

AL FISHER, United Artists assistant exploitation manager, is in Kansas City from New York.

ALEX CHERNIAVSKY, concert impresario for African Consolidated Theatres, South Africa, will arrive in New York today from Johannesburg.

AUDIE MURPHY and **CLAUDE DAUPHIN** have left here for the Coast, en route to Saigon, Viet Nam, for the filming of "The Quiet American."

MARTIN FRIEDMAN, special sales representative for Artists-Producers Associates, has returned to New York from Detroit, Cleveland and Pittsburgh.

DON SHARPE, independent producer, will return to New York from London today via B.O.A.C.

Cathy O'Donnell Slated As Breakfast Speaker

HOLLYWOOD, Jan. 22 — Cathy O'Donnell will be keynote speaker at the sixth annual Motion Picture Industry Communion Breakfast, Feb. 3, at the Hollywood Palladium, general chairman Douglas Bridges has announced. Lawrence Welk, Gil Lamb, Myron Floren and the Lennon sisters will head the entertainment program. Breakfast music will be furnished by Muzy Marcellino and his orchestra.

Christensen Rites Today

HOLLYWOOD, Jan. 22 — Masonic funeral services will be held here tomorrow morning, at Gates, Kingsley and Gates mortuary chapel, for Victor J. Christensen, 57, assistant studio manager of 20th Century-Fox, who died Sunday of a heart attack. He was with the studio for 25 years. His widow and three children survive.

U-I Cameraman Dies

CHICAGO, Jan. 22 — Floyd Traynham, 60, Universal-International newsreel cameraman here since the inception of the newsreel more than 25 years ago, died suddenly of a heart attack Monday night while covering a large Chicago grainery fire. He is survived by his wife and son.

Harrison Predicts Industry's '57 Business 'Greatest Ever'

By LESTER DINOFF

The motion picture industry's business in the domestic market in 1957 will be the "greatest ever experienced" due to the line-up of top product which the distribution companies are releasing. This is the opinion of "bullish"

Alex Harrison, general sales manager for 20th Century-Fox, who has been conducting a series of national sales conferences in recent weeks.

Harrison, who has already held sales meetings with his field people in Canada and Atlanta, will meet with 20th-Fox's Eastern sales division in Philadelphia today to set merchandising and promotional plans for an expanded product lineup of more than 50 pictures this year.

The distribution executive yesterday pointed out that "business at the box office has picked up considerably. The usual drop-off in grosses following the New Year holiday period did not take place. This can only be attributed to the top product which my company and the other companies are offering. These films are ones which the public wants."

Sees 'Turning Point'

"The confidence of 20th Century-Fox in the future of the industry can and is being expressed in our policy to release a picture a week in 1957," Harrison declared. "I feel that the continued good business trend is a good omen and it may be the turning point in the industry," he added.

"With the box office showing strength, we should all capitalize on it by letting the public know at the local level, by merchandising, advertising promotion, direct contact and word-of-mouth what our industry has to offer entertainment wise," Harrison said. "All branches of the industry could establish a top public relations campaign which could spread like wildfire and help attain the stature we once enjoyed," he said.

West on 'South Pacific'

George Skouras, president of Magna Theatres, accompanied by A. E. Bolengier, vice-president and treasurer, and Irving Cohen of Rheinheimer and Cohen, attorneys for Rodgers & Hammerstein, left here last night for the Coast to finalize production plans for "South Pacific" with Buddy Adler and Sid Rogell at the 20th Century-Fox studio.



Alex Harrison

Am-Par's First Feature To Bow in New Orleans

NEW ORLEANS, Jan. 22 — "The Beginning of the End," the first film of Am-Par Productions, wholly-owned subsidiary of American Broadcasting-Paramount Theatres, will have its world premiere early in June at the downtown Chicago Theatre, with saturation bookings throughout Illinois and Indiana accompanying, Jerry Zigmond, chairman of the Am-Par advisory committee, disclosed at the group's first meeting which convened here yesterday at the Roosevelt Hotel.

Zigmond said plans for a nationwide grass-roots exploitation plan to promote all Am-Par productions has been worked out.

Quebec Censor Board To Make Cuts in 'Doll'

TORONTO, Jan. 22. — Warner Brothers' release "Baby Doll" will be cut by the Quebec board of censors before it is released to theatres in that province, it has been reported here. The film will not be available for showing until it has gone through what Quebec censor board chairman Alex Gagnon has described as "reconstruction."

The controversial picture has been passed in the provinces of Ontario, British Columbia and Saskatchewan but rejected in Alberta and New Brunswick.

A spokesman at the Warner Bros. home office in New York, when informed of the Quebec board's action yesterday, made the following statement: "We will sue any theatre that cuts the picture. No theatre has a legal right to cut the film—only Newtown Productions." (Newtown is Elia Kazan's firm which produced "Baby Doll.")

Name Stern, Dollinger Allied Meet Delegates

The membership of Allied Theatre Owners of New Jersey has appointed president Sidney Stern and Irving Dollinger as the unit's delegates at next week's Allied States Association drive-in convention in Cincinnati, it was reported yesterday.

Stern, Dollinger and Wilbur Snaper, who will also attend the convention, will report back to the ATONJ meeting at its February meeting.

NEWS ROUNDUP

Entertain Japanese Today

Columbia Pictures International day will entertain the entire delegation here from Japan for the Japanese Film Week at a luncheon at the Savoy-Plaza Hotel. Lacy Kastner, president of Columbia International, will head the host contingent. Among those attending will be Jun Tsuchiya, consul-general in Japan, and top executives of the Motion Picture Association of America.

Brynnner, Litvak Form Co.

Actor Yul Brynnner and producer Anatole Litvak have announced plans for formation of a company which they will be partners for production of two films to be made in Europe in 1957 and 1958. Litvak will meet with the star in New York early February to complete arrangements with one of the major release companies for distribution of the films.

Bergman To Aid 'Paris'

Publicity and promotion for the forthcoming Warner Bros. release "Paris Does Strange Things," which stars Ingrid Bergman, were discussed by the star with company executives here on her weekend visit. Miss Bergman conferred with Robert S. Taft, Warner vice-president, and C. Golden, advertising manager, on cooperation in promoting the Mar release.

SDG Award to King Vidor

Screen Directors Guild D. W. Griffith Award for distinguished achievement in direction will be presented to King Vidor at the SDG annual awards dinner to be held in Hollywood on Feb. 2. Vidor directed "Wings" and "The Big Parade."

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- 16 mm interlock projection

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M-G-M presents in CINEMASCOPE
and METROCOLOR

JENNIFER JONES
JOHN GIELGUD
BILL VIRGINIA
TRAVERS * McKENNA

in
**"THE BARRETTS OF
WIMPOLE STREET"**

Screen Play by JOHN DIGHTON

From the Play by RUDOLF BESIER

Directed by SIDNEY FRANKLIN

Produced by SAM ZIMBALIST

THE FANS LOVE A LOVE STORY! IT'S THE "PICTURE OF THE MONTH"!

Yes, just selected "Picture of the Month" by Seventeen Magazine for its millions of teen-age readers. Everybody (especially the young folks) loves a love story! Jennifer Jones superb! Trade press hails it "sock popular attraction." A magnificent CinemaScope-Metrocolor production of the world-famed love story.



M-G-M presents in METROCOLOR

JOHN WAYNE
DAN DAILEY
MAUREEN O'HARA

in
**"THE WINGS
OF EAGLES"**

Co-Starring **WARD BOND**

Screen Play by
FRANK FENTON and WILLIAM WISTER HAINES

Based on the Life and Writings of
COMMANDER FRANK W. "SPIG" WEAD

Directed by JOHN FORD

Produced by CHARLES SCHNEE

"THE WINGS OF EAGLES" GREAT FOR WASHINGTON'S BIRTHDAY DATE!

What could be sweeter for the holidays! A BIG, rousing, hilarious production and in Metrocolor. The Money Team of John Wayne and Director John Ford have done it again. Not since their "Quiet Man" such laughs and excitement! And ask M-G-M about the special newspaper ads tied in with Washington's Birthday play-dates.

Television Today

MGM Shorts

(Continued from page 1)

number of weeks, met with Loew's president Joseph R. Vogel concerning the company's television activities. Production is expected to be started in the early Spring, utilizing all physical and technical aspects of the studio organization and the studios in London.

The Loew's vice-president in charge of TV activities, it was announced, will make his headquarters at the Culver City studios and launch the production program. He will be in constant consultation with the program board which is comprised of himself, Adrian Samish, director of programs, Sam Marx, executive producer Ruth Kyle, program coordinator, and Maurice Gresham, Western television sales manager.

The board will also meet with agencies in Hollywood for similar discussions on interest of clients in TV series under consideration. This board has been functioning for several weeks, having considered some 1,500 titles of M-G-M feature films for possible series adaptation. Among these,

TNT Closed-Circuit Gross Sales Booming

Gross sales of closed-circuit TV by Theatre Network Television, Inc., in 1957 "should exceed 1956 by 200 per cent" if business continues at the rate already signed for the first quarter of this year, it was announced yesterday by Nathan L. Halpern, president of Tele-Sessions, Inc., affiliated company of TNT.

On the TNT first quarter schedule are closed circuit tele-sessions for: American Telephone and Telegraph Co., Ford Motor Co., General Electric Co., I. B. Kleinert Rubber Co. and United Jewish Appeal. Halpern called this "the largest dollar volume of business in closed-circuit TV."

TNT's first quarter business will involve logistics requiring the special installation of the 59 TNT owned and operated big-screen TV projector equipment in over 200 locations, he said.

It was said such past hits as "The Thin Man," "Scaramouche," "Min and Bill," and the Hardy series.

One Man's TV Views

By Pinky Herman

WHAT PRICE GLORY! Doug Edwards, award-winning CBS newsmen in Washington for the Presidential Inauguration was informed by a cab driver that he "sees him quite often on TV but that his children often insist on watching westerns and so can't watch regularly." "My kids, too," answered the understanding Edwards. At his destination, Doug gave the taxi driver a handsome tip and the cabbie, pulling away said, "Thanks Mr. Gobel." (and on another NETWORK.) . . . Bud Barry, Loew's TVeep heads back to Gotham next week from Culver City where he's supervised production of several pilot films based on MGMovies. MGM-TV gross sales to 29 TV stations have now passed the 31 million dollar mark which includes the entire film library of 723 pre-1949 feature films. . . . Next month's meeting of the Academy of TV Arts & Sciences will be devoted to establishing plans for the formation of a workshop designed to find and develop new writers. NBC Producer Mort Abrahams and Ed CBSullivan are spearheading the move. . . . Arthur Storch, recently seen on Broadway in "Girls of Summer" has been signed for the lead in "Big Story," TVia NBC, Friday, Feb. 1.

☆ ☆ ☆

Art Ford, whose name is synonymous with record chatter and patter and who for years was New York's famous "Milkman's Matinee" idol, has been named to succeed Jerry Marshall as host of WNEW's "Make Believe Ballroom." Ford knows his music from Beethoven to bop, can spot talent and is a cinch to add new listeners to the program. Bill Williams, another ace deejay will add the 4:00-5:30 P.M. daily chores to his regular 9:00-11:00 P.M. WNE Wax chatter . . . Hearst Columnist and Editor Frank Conniff will host Gary Stevens' "First Meeting," next Sunday (5:00-5:30 P.M.) TVia NBC. . . . Maggi (the Magnificent) McNellis, currently heard over WINS twice daily, has been named publicity chairman for the Command Performance Ball this Saturday for the benefit of the American Theatre Wing. . . . "Dancing Party," which ABCommences next Monday in the 9:30-10:00 P.M. slot across the board, will be hosted by Tedd Lawrence who'll co-ordinate the piping in of top-name bands from all parts of the country. Tedd, himself a former ork pilot, is a natural choice for this musical spot. . . .

Confirm Universal-RKO Deal

(Continued from page 1)

company who have been left completely in the dark during the weeks of negotiations, continued in that state.

No details of the deal were disclosed in the brief announcement from Universal which, beyond confirming the closing, said merely that 11 unreleased RKO pictures in various stages of completion are included in the films being turned over to Universal for selling and distribution in the U. S. The statement then went on to say that the deal "would in no way affect Universal's own production and release schedule" but will serve to augment it. All of Universal's pictures scheduled for release up to next Nov. 1 are either completed or in production, the announcement concluded.

Terminates a 50-Year Record

The effect of the deal, it was apparent, was to remove RKO Radio from the leading role which it and its antecedent companies have played in industry activities for more than 50 years.

Close observers feel that it will mean the nearly immediate shuttering of RKO's 32 U. S. film exchanges as well as the virtual shutdown of all home office departments. The RKO Radio studio in Hollywood has been virtually shut down for several months. Estimates of the number of employees affected ranged upward from 800, but no RKO Radio official was available to reporters for questioning on this subject. It was ascertained, however, that as of yesterday employees had not been given notice of termination of their services, although the required two weeks notice had been telegraphed to Local H-63, home office employees union, which would make the effective date Feb. 5. The wire reportedly served notice of termination of the contract and gave assurance that its severance terms would be observed.

Absorbition Unlikely

Nothing has been said about Universal absorbing any of the RKO Radio employees and it is believed that very few, if any, will be taken on. Universal only several months ago "streamlined" some of its own distribution departments, cutting down on some and eliminating others.

RKO Radio operations abroad will be continued for about three years. Most foreign countries require substantial severance bonuses, commensurate with length of service, which affect any company going out of business or laying off employees. How much effect, if any, these laws had on the RKO Radio decision to continue functioning on its own abroad, was a subject of speculation in the trade yesterday. However, RKO's foreign operations have been profitable for many years, in contrast to the domestic operations.

Official information concerning the terms on which Universal will do the selling and distribution of RKO Radio product also was lacking, as were

the arrangements for transfer of distribution contracts for production independent outside producers. However, it is believed the latter have assurances that Universal will extend at least as good terms as offered by RKO.

About the only RKO Radio executives believed certain to stay on are O'Shea and Edward Walton, his assistant. MOTION PICTURE DAILY yesterday reported the resignations of Miller Walker, vice-president, secretary and general counsel; Wil Clark, treasurer, and Garrett Wagner, comptroller. William Dooley, studio head, is expected to remain while four pictures scheduled for production in the next few months on the side of Hollywood are being completed. The short subject studio in Harlem under Jay Bonafide closed in December and reportedly is being taken over by a TV production company.

Entered Exhibition in 1928

RKO's roots are said to go back to 1905 and a company formerly Milwaukee by John R. Freuler who later was absorbed into Mutual Co. It was carried on through Robertson-Cole company and in 1928 it was taken over by Joseph P. Kennedy of New York City. In 1928, it entered into exhibition with acquisition of Keith-Albee-Orpheum, and in the same year RCA bought into the company and it became Radio-Keith-Orpheum. In 1931 it took over Fox Exchange, the newsreel and the Culver City studio.

RKO was in equity receivership from 1933 to 1940. When it emerged from receivership, it was acquired by Floyd Odlum's Atlas Corp. which took stock control, sold it to Howard Hughes in 1948. In 1953 Hughes complied with a Federal consent decree theatre divestment requirement by selling the theatre operation to Albert A. List. They are now a part of List Industries.

Hughes Sold in 1953

In the same year Hughes sold his controlling stock interest in RKO to Ralph Stolkin of Chicago, but before the deal was consummated Stolkin withdrew as a result of unfavorable publicity. Hughes resumed control but did not operate the company insofar as active production from time until he sold the company to General Tire & Rubber in July, 1954, by which time it was wholly owned by Hughes having offered RKO stockholders \$6 per share for all outstanding stock.

As a wholly owned subsidiary of General Tire, RKO's film library was sold to television for \$15,200,000 in 1955.

Rank Executives Pour

Kenneth Hargreaves, head of new J. Arthur Rank film distribution organization in the U. S., will be at a cocktail party for the trade press at the Delmonico Hotel here tonight. The affair is to introduce his executive staff.

ait Complete Replies on APO Business Sponsorship

the Council of Motion Picture Organizations is not yet ready to announce that it will conduct the all-industry business building programs developed by the Motion Picture Association of America and other groups because "all of our members have not let us know their opinion," according to a COMPO representative.

Of the member organizations who answered COMPO's query are generally in favor of co-operating in all-industry promotional campaign having COMPO handle it. The members who have not yet expressed a view are all from the Theatre Owners of America membership of COMPO's executive board, the official said. However, this is in no way an indication that they do not favor the deal, the official stressed.

GM Shorts

(Continued from page 1)

the exception of the Tom and Jerry cartoons, which Loew's, Inc., has in theatrical distribution. A signing of the agreement was expected as occurring yesterday, according to an official of AAP, a television distribution company. It presented its bid to Loew's for the 1949 shorts library before last Christmas, offering \$5,000,000 for outright purchase. During the negotiations, Loew's pointed out that the Tom and Jerry cartoons were to be excluded from any agreement and, finally, AAP cut its bid, it was learned. The AAP executive said that his organization will try to have the MGM shorts presented on television as far as possible.

Confirmation Lacking

Confirmation on the sale of the shorts library was not available from Loew's here yesterday. AAP is also currently in the market to acquire the Paramount Pictures and Universal Pictures film libraries. The company was reported recently as offering \$40,000,000 to Universal for the pre-1949 film library of close to 100 features, and \$35,000,000 to Paramount for its pre-1949 film library of some 850 features.

Winer, Salemson

(Continued from page 1)

Continental Distributing, Inc., which the former was general sales manager and the latter sales promoter, will head sales efforts of Film Representations and Winer will be in charge of publicizing advertising and promotion-extension.

Meanwhile Walter Reade, Jr., chairman of the board of Continental Distributing, yesterday announced that he will not be appointed until after the return from Europe of Frank Kassler, president of Continental.

National Theatre Ad Drive

(Continued from page 1)

slugs, to be disseminated to all companies.

A plan to invite a group of newspaper publishers to Hollywood for a conference and to be guests of the Academy Awards presentation ceremonies March 27 was abandoned, due to insurmountable difficulties," it was said.

A second phase of the plan, calling for visits to newspaper editors throughout the country by Hollywood and New York advertising and publicity men, as well as Hollywood production personalities, and key exhibitors, is to be worked out by a committee composed of Ernest Emerling, Philip Gerard, Al Tamarin and Charles E. McCarthy.

McCarthy reported on progress made so far by COMPO in organizing the Academy Awards Sweepstakes. Target date for the pressbook, he said, is Feb. 1, when it is expected that the book will be ready for distribution to 17,000 theatres through National Screen Service exchanges.

Trailer Completed

A trailer featuring Jane Russell has been completed on the coast and approved by the Academy of Motion Picture Arts and Sciences. In advance of the pressbook's distribution, McCarthy reported, fact sheets giving details of the promotion will be sent to all exhibitor organizations for distribution to their members, to COMPO exhibitor committees in exchange cities, heads of 180 circuits and to 4,000 theatres that signed pledges in COMPO's Audience Awards campaign last year.

The group agreed for the second time that the Audience Awards should be conducted next fall. At a previous meeting a similar decision was reached. The committee requested

Robert W. Coyne and McCarthy to plan at once for launching the project.

A promotion listed as "a giant prize contest" in the COMPO-TOA overall business-building plan was deferred for later consideration. It was also decided that further exploration should be made of the COMPO-TOA suggestion that a multiple-reel product trailer be made for showing to civic groups at special free theatre performances during a week to be set aside as National Movie Week.

The group recommended that a COMPO-TOA plan for a community trailer be merged with an MPAA project calling for the enlistment of Chambers of Commerce and other service and civic groups for the promotion of the importance of the theatre in the community. It was decided that Albert M. Pickus of Stratford, Conn., representing TOA, McCarthy, representing COMPO, and Arthur DeBra of MPAA should work out a plan merging the two projects for submission to the committee.

Hollywood Tours Planned

A committee of eight was named to consider plans for developing tours of Hollywood personalities. Those named were Rodney Bush, Jeff Livingston, George Kerasotes of Springfield, Ill., Emerling, McCarthy, Jack Keiler of Paducah, Ky., Walter Reade, Jr., and James Harrison of Atlanta.

Those present were Mandel, Goldberg, Emerling, McCarthy, Robert W. Coyne of COMPO, Alex Moss, Herman Levy, of TOA, Wilbur Snaper, representing Allied States, Taylor Mills, Tamarin, Seadler, Everett Callow, Charles Cohen, Bush and Livingston.

The next meeting of the group will be held Monday night at the Park Sheraton Hotel.

Says Japan Learned

(Continued from page 1)

ed in 1956 to Japan, 104 were American, a ratio that has been maintained for several years, Okawa said. Technical knowledge as well as artistic "know-how" were transmitted to Japanese film makers from these pictures, he explained.

Okawa also said that the progress of TV in America has been of interest to Japanese film makers. TV in Japan is about seven years behind the U.S., and the film industry hopes to avoid some of the problems that beset American motion pictures when TV blossomed here, he said, by seeing what has been done here.

Toei officials have been negotiating with "an American producer" for a co-production feature based on "The Boyhood of Dr. Noguchi," a documentary short presented by Toei at the Film Week. The short was well-received at its showing, and the company was approached "shortly after its showing" about a co-production feature, according to Tomonori Imada, chief of Toei's Business and Foreign Department.

'Lost Audience'

(Continued from page 1)

J. Fitzgibbons, president and managing director of Famous Players Canadian Corp. He made the statement in a message to stockholders accompanying the circuit's financial report for the first 39 weeks of 1956.

In his message Fitzgibbons also took note of "several policy changes" the circuit is making in the Toronto area. One such change in the booking of first-run films into suburban theatres, which, he believes, "should improve service in the Toronto area."

Net profits for the 39-week period, excluding capital gains, amounted to \$1,809,163, a drop of \$275,273 from the \$2,084,427 of the same period in the previous year. The sale of government bonds and capital assets brought the net profits up to \$2,056,949, compared with \$2,221,287 in 1955, a decrease of \$164,317.

Earnings after all charges, including depreciation, totalled \$3,194,163 in the 39-weeks of 1956, as against \$3,700,437 for the same period a year earlier. This was a drop of \$506,273.

LETTERS

TO THE EDITOR

SIR:

I just read in your current issue of the death of William C. Gehring. I am not in the motion picture industry, but I had the pleasure of producing the 1955 trade show in Los Angeles for TOA. It was during that time that I met Mr. Gehring.

He was 20 minutes late for our appointment. He was so profuse in his apologies and so genuinely hurt to have inconvenienced me that he immediately went into my book as a kind and thoughtful human being.

I can understand why his passing brought forth so many tributes.

WILLIAM S. ORKIN

Orkin Expositions Management

Newsreel

(Continued from page 1)

ducing and processing center, but this has not been confirmed.

The reel has been headed for many years by A. J. Richard, general manager and editor. It has about 200 employees.

The Paramount reel is the second to suspend within the past half year, Warner Bros. having discontinued the Warner Pathe News operation last summer. Commercial and educational operations of the Pathe reel were acquired by a group of employees and are being operated by them and financial associates. Three theatrical newsreels remain — 20th Century-Fox's Movietone, Universal News and MGM's News of the Day.

Television newscasts cut heavily into theatrical newsreel business in the past several years, making acute a condition already trying because of the earlier increase in double featuring which caused many theatres to cut down on newsreel bookings. Some trade sources expressed the opinion that with the theatrical newsreel field reduced from five to three, the remaining reels will find the going considerably easier.

15 Ask to Testify

(Continued from page 1)

financed on the basis of contracts for the services of stars, producers, writer or other talent personnel who are also major stockholders in the company.

The hearing, which will probably last all day, will take place before Bernard L. Payne, an I.R.S. section head. Among those who have said they would like to be heard are the Alliance of Television Film Producers, the Motion Picture Industry Council, the American Federation of Television and Radio Artists, and a dozen law and accounting firms representing undesignated clients. All are expected to protest the regulations and especially the fact that they would be retroactive to 1954.

Go with
Drango

**THEY DID IN BATON ROUGE...
FOR THE BIGGEST MID-WEEK
OPENING IN UA HISTORY!**

[HART THEATRE]

***And it was socko all the way
in every other first engagement!***

NEW ORLEANS-Saenger; DENVER-Paramount; CANTON-Loew's
SAN FRANCISCO-United Artists; WILMINGTON-Loew's Aldine
BRIDGEPORT-Loew's Poli; HARRISBURG - Loew's Regent
READING-Loew's Colonial

EARLMAR PRODUCTIONS presents
JEFF CHANDLER as

Drango

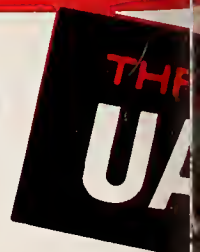
and introducing

RONALD HOWARD

co starring

**JOANNE DRU · JULIE LONDON
DONALD CRISP · JOHN LUPTON**

• Music by ELMER BERNSTEIN • Directed by HALL BARTLETT and JULES BRICKEN • Written and Produced by HALL BARTLETT
• Executive Producer MEYER MISHKIN • A HALL BARTLETT PRODUCTION



All
the News
That
Is News



MOTION PICTURE DAILY

Concise
and
to the
Point



81, NO. 17

NEW YORK, U.S.A., THURSDAY, JANUARY 24, 1957

TEN CENTS

Berger 'Slap'

NCA Cuts Off Due Payment to Nat'l Unit

Convention Taken Pending in April

Special to THE DAILY

MINNEAPOLIS, Jan. 23.—North Central Allied has suspended payment dues to National Allied pending a determination of NCA's future course at the annual convention here April 2, it was learned here today. The action by the NCA board, cut-off payments to the parent organization understood to be about \$2,000 annually, is considered to be a slap at Benjamin N. Berger, NCA president and National Allied vice-president, who informed the board a week ago that he would refuse another term as head of NCA.

strong if unorganized block of
(Continued on page 2)

Haines Opens Two-Day Warner Sales Meeting

Roy Haines, Warner Bros. general manager, will preside over a two-day sales conference of home office executives and district managers beginning today at the home of Jack L. Warner, president; Benjamin L. Men- executive vice-president, Robert S. Hanger, vice-president and director of advertising and public relations, will also
(Continued on page 5)



Roy Haines

Television Today

Page
5

Harrison Announces Policy

20th-Fox Plans Strong Drive To Reopen Closed Theatres

Special to THE DAILY

PHILADELPHIA, Jan. 23—Alex Harrison, 20th Century-Fox general sales manager, announced today a drive to re-open theatres by setting an unprecedented policy dedicated to the revival of business in small towns and subsequent run situations.

Make Warner Award Tonite

More than 1,200 leaders of the entertainment world are expected to attend the Brotherhood Award Dinner tonight in the grand ballroom of the Waldorf-Astoria Hotel to pledge their support of the 1957 Brotherhood Drive and to pay tribute to Jack L.
(Continued on page 4)

'Sweepstakes' Backed By Trade Press Contacts

The cooperation of production-distribution trade paper contact men has been promised to the Council of Motion Picture Organizations for the promotion of the Academy Award Sweepstakes.
(Continued on page 4)

Sam Pinanski Says:

'Antiquated' Policies Keeping Films From A New Era of Prosperity

Special to THE DAILY

BOSTON, Jan. 23—Antiquated sales and distribution methods are a bar to the further progress of the industry and need modernization for it to realize a new era of prosperity, Samuel Pinanski, head of American Theatres, said here today.

Pinanski said that he had recently been given an intimate glimpse of municipal modernization projects and planning in major cities which provide not only a lesson in adjustments essential to the times but also have a lesson for the motion picture



Sam Pinanski

industry in the resettlement of urban populations and their servicing by prosperous modern industries.

Pinanski is an advocate of the principle of providing motion picture service to growth areas in and adjoining major cities equivalent to the service provided such areas by department stores, branch banking and other forward looking enterprises. He believes that theatres serving such areas should play first run films day and date with downtown pre-release houses.

He cited the successes of tests of
(Continued on page 2)

To End Silence

RKO Officials To Tell Their Story Today

Prolonged Secrecy May be Ended at Press Conference

Official answers to most or all of the scores of questions which persist because of the secrecy which surrounded the deal by which Universal will assume domestic selling and distribution of RKO Radio product next week are expected to be supplied at a press conference this afternoon called by Thomas O'Neil, head of General Teleradio, and Daniel T. O'Shea, president of RKO Radio.

The self-imposed secrecy on the part of both Universal and RKO Radio officials was not even dispelled yesterday by the official confirmation the day before that the deal had been closed.

RKO employees, many of whom will end years of service with the company either tomorrow or next week, were told of the deal officially
(Continued on page 5)

Moss Joins COMPO on Sweepstakes Project

Alec Moss, veteran industry advertising and publicity man, has joined the staff of the Council of Motion Picture Organizations to assist in handling the Academy Award Sweepstakes and other business-building projects, it was announced yesterday by Robert W. Coyne, COMPO special counsel.

Moss formerly held exploitation and advertising managerial posts at Paramount and 20th Century-Fox.

In his new job Moss will assist Charles E. McCarthy, COMPO information director.



Alec Moss

PERSONAL MENTION

PAUL N. LAZARUS, Jr., Columbia Pictures vice-president in charge of advertising-publicity, left New York last night for the Coast.

LEO F. SAMUELS, president of Buena Vista, and **JESSE CHINICH**, Western division manager, have arrived in San Francisco from Hollywood. They will return to New York next week.

MRS. JEANNE WEINER, wife of **SANDY WEINER**, general manager of Continental Distributing, has given birth to a daughter, their third child.

SIR LAURENCE OLIVIER will arrive in New York tomorrow from London, and will return to England the next day.

JACK LEEWOOD, of the Allied Artists exploitation department, has returned to Hollywood following a trip through the Midwest.

SAM SPIEGEL, producer, will leave here on Sunday for London via B.O.A.C.

Drop Withdrawal Clause In Red Lands Contract

A withdrawal clause in the sales contract governing the sale of American films to Hungary, Czechoslovakia, Poland and East Germany was eliminated from the agreement by the board of directors at the weekly Motion Picture Export Association meeting Tuesday.

The clause gave member companies the option of withdrawing from the contract by Feb. 28. The dropping of the clause is an indication that all the companies are in complete agreement in selling product behind the Iron Curtain.

Correction

The world premiere of "The Beginning of the End," the first film of Am-Par Productions, will be held in Chicago at the Chicago Theatre in June, and not in New Orleans, as incorrectly stated in a headline in yesterday's MOTION PICTURE DAILY.

Gaughan Here

George Gaughan film buyer for Cooper Foundation Theatres, is here from Lincoln, Nebr., for conferences with distribution company executives.

Announcement

In order to facilitate prompt re-employment of personnel affected by current distribution re-alignments, MOTION PICTURE DAILY offers its services as a medium of contact between industry employers and qualified personnel now available.

MOTION PICTURE DAILY will be pleased to receive from personnel an outline of qualifications. Employers are invited to make known their requirements. We will in turn, without publicity, effect an exchange of information.

Write to—

MOTION PICTURE DAILY, 1270 Sixth Ave., New York 20

Pinanski View

(Continued from page 1)

such bookings in Los Angeles, Toronto, Vancouver and Detroit recently, pointing out that the Canadian tests were in Famous Players Canadian theatres, wholly owned by Paramount Pictures. Of these film playing innovations he said:

"There seems to be a moving new spirit alive in our industry as indicated by the new modern changes in distribution manifested by the recent conversions of some subsequent run theatres to first run, not only in this country but also in Canada. The success of these experiments is a matter of record.

"That this new trend is in keeping with other progressive industry planning (after considerable research) should be convincing to those who cannot see beyond their own personal ambitions. We have many problems in our industry, but I am confident we can work them out with a wholehearted support of the leaders in our industry. We have seen what has been accomplished by the co-operation of the citizenry of Pittsburgh and St. Louis in the rehabilitation of these cities. I sincerely believe what has been done for various industries and cities can be done by our industry."

Seven Films Receive 1956 'Redbook' Award

Seven films have been chosen to receive "Redbook Magazine's" 18th annual motion picture awards for "the most distinguished contributions to the motion picture industry and the excellence of their 1956 products," it was announced by **Wade H. Nichols**, editor and publisher. The winners include: "Anastasia," "Around the World in 80 Days," "Friendly Persua-

Loew's Saves \$150,000 In Scharly Settlement

Loew's, Inc., will save \$150,000 on the aggregate amount the company would have to pay **Dore Scharly** under the terms of his 1951 contract under the settlement made with him following his resignation as vice-president Nov. 27, 1956.

A proxy statement sent to stockholders yesterday said that Scharly's contract was to run until Jan. 16, 1958, and that thereafter he was to act as production consultant for a period of nine and one-half years during which he was to receive \$1,923.07 per week. On November 27 the agreement was modified so that Scharly's exclusive employment was terminated as of Dec. 31, 1956, and the period during which he is to act as consultant is from Jan. 1, 1957, to July 16, 1966.

In addition to the saving of \$150,000 effected by the settlement, the proxy statement declares that Scharly has no right to exercise options for 16,670 shares of Loew's stock which were granted to him in 1951 with the stockholders' approval.

The statement additionally reports that under the terms of the employment contract with **Charles M. Reagan**, vice-president and general sales manager, during the year ended Aug. 31, 1956, the sum of \$83,200 was deposited in an escrow fund which is to be paid to him over a period of 12 years in weekly installments following the termination of his employment or in case of his death or disability.

sion," "Giant," "The King and I," "Moby Dick" and "War and Peace."

The Redbook award is presented each year for "contribution to the art of the motion picture." In its 18-year history the award has been presented to casts of pictures, groups of young talent, production teams, studios and individual films.

TESMA, TOA, NAC Reach Agreement on Joint Meet

The Theatre Equipment and Supply Manufacturers, National Association of Concessionaires, and Theatre Owners of America have come to an agreement on terms for holding a joint convention and trade show this year, according to **Merlin Lewis**, executive secretary of TESMA. He said yesterday that the combined affair will definitely be held at the Americana Hotel in Bal Harbour, Fla. November 20 to 23. Final contract should be signed by next week, he said.

Contracts had been scheduled to be finalized in Miami Beach on January 14 but action was postponed reportedly because of the failure of the groups to reach an agreement on terms.

NCA Cuts Off

(Continued from page 1)

Twin Cities' exhibitors has indicated dissatisfaction with the Allied set-up and although **Berger** said that he would not accept another term as president, he declared that he would support the NCA group "even if joined TOA."

Berger's strongest support in NCA comes from the smaller out-state exhibitors, but there has been a drop in dues payments from this group. Many of the Twin Cities insurgent bloc have not made any attempt to keep up with their financial obligations to the organization.

AAP Talks on Backlog of M-G-M Not Concluded

Eliot Hyman, president of Associated Artists Prods., said yesterday that no deal for the M-G-M short subjects library has been closed and the negotiations which have been underway for some time are continuing. M-G-M sources concurred.

MOTION PICTURE DAILY had reported that a \$4,500,000 five-year television leasing agreement had been concluded by AAP with M-G-M. But **Hyman** and M-G-M officials said the report was in error and that it had not emanated from any authorized spokesman for either.

IT WON'T TAKE A FULL PAGE AD TO TELL YOU...

FILMACK

GIVES YOU The FASTEST and BEST SPECIAL TRAILER SERVICE YOU CAN GET ANYWHERE

630 Ninth Ave. NEW YORK, N.Y.
1327 S. Wabash CHICAGO, ILL.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Facke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor. Telephone HOLLYWOOD 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Bur-nup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone Circle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, \$6 in the Americas and \$12 foreign; single copies, 10c.

PERTURBED??? **YES!!!**

YES, WE ARE PERTURBED AT WHAT IS HAPPENING IN THIS INDUSTRY!!

There is no rhyme or reason in the present treatment of employees who have spent their entire adult lives in the Motion Picture Industry. The question of discontinuance of any operation or Company is a matter of business judgment, but who can deny that decent public relations and employee treatment should be considered with such a discontinuance. Under such a situation, Management should set up a Coordinating Committee who would attempt to integrate employees into our Industry when vacancies exist, or occur, and where their years of skill could be utilized.

Management can always set up a united front on Taxes, Union Negotiations, Box Office problems or other problems, but they have failed miserably to take action to alleviate the present problems. One gets in return the type of cooperation one's own action deserves, and there should be no recriminations hereafter, or bitterness, when representatives of the employees in this Industry show little sympathy with Management's problems.

**HOME OFFICE EMPLOYEES UNION
LOCAL H-63, I.A.T.S.E. AFL-CIO**

**RUSSELL M. MOSS
Executive Vice President**

Honor Warner

(Continued from page 1)

Warner, winner of this year's Brotherhood Award.

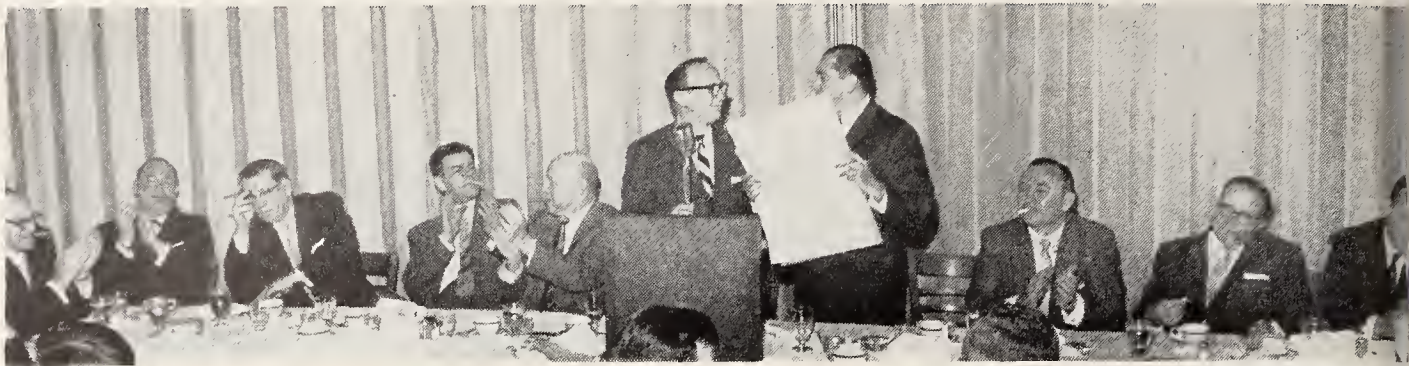
The banquet, bringing together stars and executives of the motion picture industry, the theatre, television and radio, marks the eleventh anniversary of the amusement industry's participation in the Brotherhood effort, which is sponsored by the National Conference of Christians and Jews.

Warner, president of Warner Bros. Pictures, will receive the 1957 award "in recognition of his contributions to better understanding among Americans of all faiths." The NCCJ's Artist's Award, honoring the American performer who notably furthered the cause of Brotherhood through the past year, will be made to Harry Belafonte. Louis Nizer, dinner chairman, will present the award plaques.

Paul Hoffman to Speak

The guest speaker will be Honorable Paul G. Hoffman, United States delegate to the United Nations.

The Brotherhood dinner marks the formal launching of the entertainment world's national campaign for Brotherhood Week, which will be observed Feb. 17-24. Approximately 15,000 motion picture theatres across the country, with newspapers, television and radio, will support the inter-faith program.



M. P. Daily picture

THEY GAVE Ernie Sands the farewell scroll they signed and a set of matched luggage indicating their affection and admiration. One of his admirers even attempted to detain him, but her shots went wild. The scene above shows Warners' new midwest district manager being given his scroll by luncheon chairman Larry Morris, left, yesterday at Toots Shor's. With them are Nat Fellman, Ed Lachman, Jules Lapidus, Ed Fabian, Roy Haines, Bernhard Goodman, Wilbur Snaper, and Ernie's new boss in Chicago, division manager Ed Williamson. Those who publicly attested to Ernie's ability to make friends were Snaper and Lachman; and his chief, Warner general sales manager Roy Haines, described a career which has been comparatively brief but brilliant. About 130 paid seven-fifty to honor "Baby Doll."—F. S.

Fox Planning

(Continued from page 1)

dance during the coming months.

The move, he explained is two-fold: To aid theatres currently operating; and to see if methods can be employed to re-open theatres currently closed. In this behalf, Harrison ordered managers of all domestic and Canadian offices to hold meetings with their personnel immediately upon their return from this parley to re-examine every small town and subsequent run situation in their areas.

Instructions were given to have

every Fox salesman to meet subsequently with theatre operators to see what assistance the company can offer in generating added public enthusiasm in theatre-going across the country. Special campaigns will be devised, Harrison explained.

The launching of the program, the general sales manager explained, comes at a time when theatre patronage is on the upswing, noting that a Fox survey showed a 22.8 per cent increase in attendance in the past four weeks over the corresponding period last year. With this impetus, a general attendance swing back to theatres is possible if the fullest measures are taken immediately, he added.

'Sweepstakes'

(Continued from page 1)

stakes. Ways and means of publicizing the event were discussed Tuesday at a meeting in the MPAA office.

Top Publicists Present

Among those present were Al Tamarkin, United Artists; Marty Blum, Columbia; Charles Frank, Paramount; Ed Feldman and Harold Rand, 20th Century-Fox; Lars M. Sorley, Allied Artists; Sid Rechetnik, Warner Bros.; Taylor Mills, MPAA; Alec Moss, COMPO.



"A Sure Bet for 'EMMY' Nomination"

—HEDDA HOPPER

On November 25, 1956, Ronald Reagan introduced

THE ROAD THAT LED AFAR

starring

Dan Duryea & Piper Laurie

An outstanding dramatic program in a distinguished series. The public has expressed its approval by a Nielsen rating of 51.6.

The
GENERAL ELECTRIC
Theater

Every Sunday at 9:00 PM, EST, on CBS-TV

RKO Officials to Reply Today

(Continued from page 1)

For the first time late Tuesday. Others, especially those in the 32 S. and six Canadian exchanges affected, did not learn of it until yesterday. Some 800 employees in exchanges and the company's home office are involved.

As a service to as many as these wish to avail themselves of it, MOTION PICTURE DAILY is offering its facilities to aid in bringing together prospective employers and persons leaving the employ of RKO. There was no official confirmation from either Universal or RKO yesterday of the actual number of pictures to be turned over to the former. Unofficially it was reported that involved are all RKO pictures produced since 1953, about 44 in number, but not including four scheduled production from now into the summer. Apparently these will constitute part of the company operations, which include continued overseas distribution for a three-year period, which permit the company to qualify as a going concern in order to take advantage of the estimated \$10,000,000 tax loss carry forward credit which it inherited from the Howard Hughes administration immediately preceding the present one. There appears to be no definite commitment for Universal to absorb any of the RKO employees in exchanges or home offices being released. It is assumed, of course, that Universal needs help it would give preference to former RKO employees. Estimates place the annual saving to

RKO's owners through the deal at \$7,000,000. There were no estimates of what it might mean to Universal in added operating income.

The trade was generally agreed that the development means the disappearance of RKO Radio from the domestic distribution scene, for all practical purposes. It is the first of the modern major companies—those eight that have dominated the industry scene for a minimum of a quarter of a century—to disappear.

Many trade observers indicated yesterday they firmly believed there was a place in the industry for RKO Radio and that that place will be filled in future months by some other oncoming company, either already in existence or to be formed.

SPG Offers Aid to Former RKO Employees

The Screen Publicists Guild Tuesday night adopted an "informal" resolution to "do whatever we can to help" publicity department employees that will be left jobless after tomorrow when the RKO publicity department ceases to function, according to Martin Blau, president of SPG.

The assistance will be in the way of "letting it be known" in SPG shops of the situation and encouraging the shops to consider the former RKO personnel for open posts, Blau said. RKO publicists do not belong to the SPG unit; they are affiliated with Local H-63 of IATSE.

Fairbanks Opens Meet

(Continued from page 1)

Address the meetings. The company's releases scheduled for the spring and summer months will highlight the discussions.

The pictures on the agenda include "Top Secret Affair," "The Big Land," "Curis Does Strange Things," "Unlabeled Youth," "A Face in the Crowd," "The Spirit of St. Louis," "The Story of Mankind," "Lafayette Escadrille," "The Prince and the Showgirl," "The Pajama Game" and "Myonara."

Fairbanks-Woolworth Production Venture

HOLLYWOOD, Jan. 23—Formation of Associated Dragon Films, Inc., in which Pamela Woolworth and Douglas Fairbanks, Jr., are partners, has been announced here. The firm will "produce films geared to the international market," with producing done both here and abroad, according to Miss Woolworth.

'U' Sales Confabs

(Continued from page 1)

RKO pictures for U.S. release was announced earlier this week by Milton R. Rackmil, president of Universal, and Daniel T. O'Shea, president of RKO.

Feldman will preside over the three regional meetings. The second meeting is scheduled to be held in Kansas City next Tuesday, and the third is slated for San Francisco on Friday, Feb. 1.

F. J. A. McCarthy, assistant general sales manager, and James J. Jordan, circuit sales manager of Universal, will participate with Feldman in the three meetings.

Peck, Wyler Sign

Gregory Peck and William Wyler have joined forces to co-produce "The Big Country," a multi-million-dollar western film in which Peck will star under Wyler's direction, it was announced yesterday by Arthur B. Krim, president of United Artists, which will release the picture.

Televisión Today

TV Challenges Not Met In England, Says Davis

From THE DAILY Bureau

LONDON, Jan. 21 (By Air Mail).—A warning that British cinemas have not met the full effect of television and that annual attendance might be down to 900 million in 1960, has been made by John Davis, managing director of the Rank Organisation.

Davis, in his capacity as president of the British Film Producers Association, was addressing senior representatives of the three film trade unions at a meeting to exchange views as to steps that might be taken by both employers and employees in the industry to ensure its preservation in the years ahead.

He said he had no doubt himself as to the continued support of cinema entertainment by the public in the United Kingdom and overseas but at the same time he realized that the British film industry was faced with a period of great difficulty during the next few years.

Attendance Down

Davis said that in the United Kingdom in 1951 attendance fell to 1,365 million, in 1954 to 1,276 million and in 1955 to 1,182 million. For 1956 the figure is not available but will probably be little more than 1,000 million, he said.

Cinemas are closing all over the country while on the other hand, television is expanding, Davis pointed out. At present there are 6,500,000 sets in operation. The estimated number of receiving points in the future is 12,000,000. Cinemas have, therefore, not yet met the full effect of TV, Davis asserted.

Who's Where

Charles R. Abry has joined NBC-TV as Eastern sales manager, it has been announced by William R. Goodheart, Jr., vice-president, television network sales, for NBC. Abry resigned as national sales manager of ABC-TV to take the post, succeeding John Dodge. Dodge has been assigned as special assistant to Goodheart.

George M. Cahan has been named to the new post of executive producer for California National Productions, Inc., it has been announced by Robert D. Levitt, president of the NBC subsidiary. Cahan has been with NBC as producer-director since 1955.

James E. Conley and Fred L. Netter have been appointed account executives in the New York office of CBS spot television sales, and George W. Faust has been named account executive in the Chicago office, it was announced by Bruce Bryant and Arthur C. Elliot, Eastern and Midwestern sales managers, respectively.

Lou Diekey has been named Midwest supervisor of sales for Guild Films, it has been announced by John Cole, vice-president of sales. Diekey was sales manager of station KMGM, Minneapolis.

John J. Kelly has joined the ABC television network as an account executive, it was announced by William C. Gillogly, Eastern sales manager for ABC-TV.

COMMERCIALS ON THE SPOT

Continued activity in production of new commercial spots, to freshen the advertising appeal for a variety of products, includes the following:

AT GEORGE BLAKE ENT.

Sanka (Young & Rubicam)
Esso Gas (McCann-Erickson)
Bissell Carpet Sweeper (N. W. Ayer)

AT SARRA

Aunt Jemima Pancake Mix (J. Walter Thompson)
Folger's Coffee (Cunningham & Walsh)
Prudential Life Insurance (Calkins & Holden)
Bulova Watches (McCann-Erickson)

AT VIDEO PICTURES

Oldsmobile Cars (D. P. Brothers)
Rise (S.S.C.B.)
New Departure Ball Bearings (D. P. Brothers)

AT UNIVERSAL PICTURES T.V.

Campbell Soup (B.B.D. & O.)
Chevrolet Cars (Campbell-Ewald)
Kellogg Breakfast Food (Leo Burnett)
RCA T.V. Sets (Kenyon & Eckhardt)
Marlboro Cigarettes (Leo Burnett)

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MOVIELAB
for... **COLOR**

MOVIELAB BUILDING 619 W. 54th St., New York 19, N.Y. • JUdson 6-0360

REDBOOK 18th ANNUAL MOVIE AWARDS TO

FRIENDLY PERSUASION

THE KING AND I

WAR AND PEACE

MOBY DICK

GIANT

ANASTASIA

AROUND THE WORLD IN 80 DAYS



Here they are — the best seven motion pictures of 1956,
as selected by the editors of Redbook Magazine.

Our congratulations to all who helped make these top seven
—and to the entire motion picture industry
for the long list of fine films produced in 1956!

Redbook, 230 Park Avenue, New York

READ THE WHOLE STORY IN FEBRUARY REDBOOK, ON SALE TODAY!

MOTION PICTURE DAILY

Concise
and
to the
Point



81, NO. 18

NEW YORK, U.S.A., FRIDAY, JANUARY 25, 1957

TEN CENTS

Roden Calls

Nat'l Theatres Earnings Gain 'Encouraging'

Despite Increased
Competition from TV

By WILLIAM R. WEAVER

HOLLYWOOD, Jan. 24.—A gain in National Theatres, Inc.'s earnings in the first quarter of 1956 over the same quarter in 1955, "despite the release of major studio backlogs to television," designated "encouraging" by NT president Elmer Roden in a report on the first three weeks ending Dec. 25.

Roden said, "The fine results of the first quarter are encouraging, and we have experienced for the first time the full impact of the release of major studio companies' hit pictures to television. Thousands of dollars were lost by TV stations in exploiting superior films. Many pictures released during the period attracted large TV audiences, but there was no noticeable effect at our theatres."

Roden reported the consolidated earnings of NT and its voting-controlled subsidiaries amounted to \$572,000 or 21 cents per share on 2,699,000 shares outstanding. Net income (Continued on page 7)

Ch-Fox, Odeon Settle Row Over 'Oklahoma'

Special to THE DAILY

TORONTO, Jan. 24.—Twentieth Century-Fox, Ltd., and Odeon Theatres (Canada) Ltd., have settled their disagreement over the CinemaScope version of "Oklahoma!"

In an announcement by Odeon, it was said that the company had withdrawn its suit against Fox and relinquished all rights to the picture. (Continued on page 2)

Law's Seeks Extension

Stock Split Date

Law's Inc. has applied for a hearing in Federal Court here next Tuesday to seek extension of one of the deadlines involved in divorcing the theatre circuit company from the production company. The deadline is (Continued on page 6)

RKO Deal with Universal Not Liquidation: O'Neil

Attack IRS Corp. Ruling

By J. A. OTTEN

WASHINGTON, Jan. 24 — Attorneys for the motion picture and television industries attacked as "discriminatory" and "improper" a proposed Internal Revenue Service regulation which would tax personal service contract corporations at rates up to 85 per cent.

They also hit at what they called the "unfairness" of making the proposal retroactive to January 1, 1954. They appeared before a hearing conducted by Bernard L. Payne of the IRS Technical Planning Division.

No indication was given of how long it would be before the Service (Continued on page 2)

Calls Move 'Streamlining'; Denies Foreign Branch To Close in 3 Years; Says Future Production Is Planned

Assignment of RKO Radio's selling and distribution to Universal is "in no sense a liquidation move" but is, rather, a streamlining of the company's operations in an effort to place them on a profitable basis and ensure continuous operation in future.

Future Outlook Bright Warner Sales Meet Told

(Picture on page 3)

Exhibitors can continue to "look ahead with confidence to a long period of important pictures from Warner Bros.," Roy Haines, the company's general sales manager, told Warner district managers and divisional sales executives at the opening session of a (Continued on page 3)

Need of Brotherhood in Today's World Stressed by Jack Warner



JACK L. WARNER, second from left, receives the Brotherhood Award for 1957. Shown with him, from left, are William J. Heineman, national chairman of the Brotherhood Drive; Louis Nizer, dinner chairman, and Everett R. Clinchy, president of the NCCJ.

A strong warning to the world to accept brotherhood today or face nuclear destruction because "tomorrow we may have no such choice," was sounded here last night by Jack L. Warner, president of Warner Bros. Pictures, Inc. He spoke before the National Conference of Christians and Jews' Brotherhood Award Dinner at the Waldorf Astoria Hotel, where he received the 1957 Brotherhood Award.

On hand to pay tribute to Warner

for his contributions to "better understanding among Americans of all faiths" were 1,240 leaders of the entertainment world, including 46 industry executives. (Continued on page 7)



Thomas O'Neil

at Hampshire House here yesterday. O'Neil denied widely circulated reports in and out of his company that continued operation of the foreign department of RKO would be for two to three years only, with the company virtually disappearing from existence thereafter. The foreign business, he said, has been running to 45 to 53 per cent of total sales. (Continued on page 6)

New Five-Year Pacts For RKO Executives

Further discounting reports that RKO Radio Pictures was headed for the eventual limbo of inactivity, Tom O'Neil, board chairman and head of the parent General Teleradio company, said yesterday that new five-year contracts have been given to Daniel T. O'Shea, RKO Radio president; William Dozier, vice-president; and (Continued on page 6)

Television Today

Page 7

PERSONAL MENTION

ALFRED E. DAFF, Universal Pictures executive vice-president, will return to Hollywood today from New York.

NATHAN COHEN, director of Anglo Amalgamated Film Distributors, Ltd., will return to London tomorrow via B.O.A.C.

JACK BORITZ, of the projection staff at DeLuxe Laboratories, became a grandfather when his daughter, Mrs. **ROBERT GROSSMAN**, gave birth to a boy at Sacred Heart Hospital, Allentown, Pa.

PAUL KAMEY, Universal Pictures home office publicist, will leave New York tomorrow for Atlanta, where he will join **FRED MACMURRAY** and **JUNE HAVER** on a tour.

HENRY GORDON, Paramount's Latin American division manager, is on a tour of the South American branches.

GEORGE LAIT, assistant publicity publicity director at the Universal-International studios in Hollywood, is in New York from the Coast.

BERT NATHAN, chairman of the board of National Association of Concessionaires, has returned to New York from Miami Beach.

ROBERT DOWLING, head of City Investing Co., will leave here on Sunday for London via B.O.A.C.

Form Ad Company

Formation of Kaiser, Sedlow and Temple, Inc., as an independent creative service for motion picture advertising, was announced yesterday by the organization's principals. Sam Kaiser, creative director of Blaine Thompson Co. for Warner Bros., during the past nine years, is resigning to join with Victor Sedlow, former art director of 20th Century-Fox, and Herman Temple, industry art director consultant, in the formation of the new company.

\$1,089,738 from PCC

HOLLYWOOD, Jan. 24 — The Permanent Charities Committee has made final disbursement of funds collected during 1956, bringing the total for that year to \$1,089,738. PPC has contributed \$15,615,310 to organized charities since its formation in 1942.

"Advertising Age" Writer Defends Film Ads; Cites "Low Taste" of Some Book Publicity

Motion picture advertising is defended in this week's "Advertising Age" in an editorial commentary by Walter O'Meara under the heading "Just Looking." He writes: "Somehow I can't get too exercised about all the pious wails over motion picture advertising. In the first place, it isn't all as bad as the horrible examples. In the second place, what do you expect?"

O'Meara then proceeds to give some examples of the "even lower level of form, taste and morals that occasionally crops up in the advertising of books." He quotes from an ad in the "austere" **NEW YORK TIMES BOOK REVIEW** for a book called "Mirage" in which several "intriguing" characters are briefly described. Item: "General Rouvroy, who was as inadequate at making love as he was successful at making war." Item: Corinne, who ventured from man to man in her never-ending quest for fulfillment."

O'Meara's final comments: "When have the movies ever bumped-and-ground it better?"

Hit IRS Ruling MPAA Today Will Seek Compo Group Liaison

(Continued from page 1)

issues a final decision on the regulation.

A personal service contract corporation is one set up by a star, writer, director or other key figure who wishes to offer a package production for motion pictures or television. The contract is made with this person, who puts out the production and pays for all the needed personnel. Currently, the earnings of the corporation are taxed at the regular 52 per cent corporate rate. In addition, when the corporation is liquidated, a capital gains tax of 25 per cent is paid on whatever has not been paid out to the stockholders as salary or dividends.

The Treasury claims these corporations have been used as a tax evasion device by film and broadcasting personalities who would be in the highest income brackets, ranging up to 91 per cent. It proposes to tax these corporations as personnel holding companies, taxed up to 85 per cent.

Includes Films for TV

Speaking for many groups in the motion picture industry, West Coast lawyer William Berger told the IRS representatives today that it has long been established that income from theatrical motion pictures is regarded as rent and therefore should not be taxable under the proposed regulation. He maintained, however, that income from films made exclusively for television should also be regarded as rental income and exempt from the regulation.

John L. Dales, national executive secretary of the Screen Actors' Guild, said "we belong to a basically sick industry." He pointed out that each year producers make more and more films abroad, and argued that "anything which would worsen this situation concerns us."

Another West Coast attorney, Paul Ziffren, declared that the personal

Appointment of a representative to the Council of Motion Picture Organizations' triumvirate will be the chief subject on the agenda of the Motion Picture Association of America's executive board meeting this afternoon at 2:30 P.M.

Eric Johnston, president of the MPAA, will preside at the discussion. No candidates for the appointment were mentioned, but it was presumed by an MPAA official that someone from distribution would be sought for the post.

MPAA has not had a representative on the COMPO triumvirate since Al Lichtman resigned the post almost a year ago. Since then, William Gehring had been "a part-time" representative for MPAA until his death last week.

Johnston will also review the changes and present situations in foreign and domestic problems since the last board meeting.

service contract corporations were not devices to avoid tax payments. If the proposed regulation were to go through, he went on, the effect would be that "the Internal Revenue Service would dictate to the entertainment industry the shape it should take in years to come." IRS would impose an "almost confiscatory tax" on these corporations, he argued, and the networks would then say, "you can't own your own package program. Let us do it for you." He said this would work against some of the things "the Department of Justice wants done."

Berger, Dales and Ziffren represented the Screen Actors Guild, The Society of Independent Motion Picture Producers, The Alliance of Television Film Producers, The Screen Writers Guild, The Screen Directors Guild, The Hollywood AFL Council of Film Craft Unions, The Association of Motion Picture Producers and The Artists Managers Guild.

Odeon vs. Fox

(Continued from page 1)

film in return for a satisfactory settlement, which included the payment of all costs by Fox.

Odeon lost its motion in Ontario Supreme Court last month for continuation of an interim injunction issued in Ottawa, temporarily restraining Fox from releasing the film and Famous Players Canadian Corp., from acquiring it.

Odeon claimed it had first called the CinemaScope version of the film then playing in Toronto and Montreal in the Todd-AO process.

Two Daylight-Time Bills on N. Y. Agenda

ALBANY, Jan. 24—Committees of the State Legislature have under consideration bills to extend and to curtail daylight saving time. The Williamson-Brook measure would advance the starting date from the last Sunday in March to the first Sunday in April and continue the closing on the last Sunday of October.

Another bill, by assemblyman O. S. Wilcox, Republican of Jefferson County, proposes to eliminate the month of October from the Daylight Schedule. This would put the first day back to the last Sunday in September where it was before Senator Philip W. Williamson, Scarsdale Republican, pushed through a law in 1919 stretching "fast time" to the last Sunday of October. Farm groups opposed the extension then and may do so again. Assemblyman Wilcox is a farmer and business man.

Nomination Ballots Mailed by Academy

HOLLYWOOD Jan. 24—Nomination ballots have been mailed to 16,721 members of the motion picture industry who will select the nominees for the 29th annual awards of the Academy of Motion Picture Arts and Sciences, George Seaton president, announced today.

The awards presentations, to be held Wednesday, Mar. 27, will be carried over the combined television and radio facilities of NBC with Jerry Lewis as master of ceremonies.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center
JENNIFER JONES • JOHN GIELGUD
in
"THE BARRETTS OF WIMPOLE STREET"
in CinemaScope and METROCOLOR
An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

Submit Austrian Treaty Limiting Film Rental Tax

From THE DAILY Bureau

WASHINGTON, Jan. 24 — The President has submitted to the Senate for approval a tax treaty with Austria limiting each country's tax on film rentals earned by the citizens of the other country.

Under the treaty, a maximum tax of 10 per cent will apply in each country to the film rental income of citizens of the other country. Right now, U.S. firms pay Austria a tax of little over 20 per cent and Austrian firms pay a U.S. tax of 30 per cent.

Eisenhower Suggests Anti-Trust Law Changes

WASHINGTON, Jan. 24 — President Eisenhower spelled out the anti-trust law changes his administration wants Congress to enact this year.

In his annual message, he has suggested half a dozen specific changes. He urged that large firms be required to notify the government of merger plans; the attorney general be empowered in anti-trust cases to issue civil investigative demands for the production of necessary documents without need of grand jury proceedings; Clayton Act apply to mergers where either party is in interstate commerce rather than merely the acquired party; Federal Trade Commission cease-and-desist orders under the Clayton Act be made final unless appealed to the courts; and the FTC be empowered to block mergers through preliminary injunctions.

Anti-Trust Laws Treated

He also recommended that Congress consider recommendations of the antitrust attorney general's committee that the anti-trust laws be more strongly applied in industries regulated by Federal agencies such as the Federal Communications Commission.

The President again mentioned the need for continuation of present tax laws and extension of the Federal minimum wage law. On small business, he again urged extension of the Small Business administration and approval of tax changes involving "a minimum loss of revenue" in helping small business. He also urged extending unemployment insurance to firms with one to three persons; now only firms with more than three are covered.

Gannaway, Nacirema To Produce 5 for A.A.

HOLLYWOOD, Jan. 24 — Allied Artists has announced conclusion of agreements with two independent producers for the distribution of five films.

A deal with Albert Gannaway is for release of his "Badge of Marshall Brennan," already completed. A deal with Nacirema Productions is for "Come Beneath the Sea," "Hot Rod Rumble," "Golden Disk" and "Rebel on Wheels."



M.P. DAILY picture

SMALL PROBLEMS and big pictures; that's the agenda at Roy Haines' two-day sales meeting at the Warner New York home office. The general sales manager, head of the table, is seen as he opened the discussion yesterday on policies for spring and summer fare. With him, Ernest Sands, Ed Williamson, Bernard Goodman, Norman Moray, Jules Lapidus, Ollie Williamson, and Norman Ayers.

Future Bright, WB Meet Told

(Continued from page 1)

two-day sales conference at the home office yesterday.

Jack L. Warner, president, and Benjamin Kalmenson, executive vice-president, also addressed the meeting, both stressing the company's outstanding plans for the future and expressing optimism for a successful business outlook for the entire industry.

Robert S. Taplinger, vice-president and director of advertising and public relations, outlined the elaborate promotion plans already under way and those being formulated for the company's forthcoming product line-up.

"We are prepared to supply the exhibitor with top flight box office attractions and top level campaigns, but it is up to him to utilize these factors on his home grounds," Haines said. "We urge all of our customers to cooperate by expending a proportionate effort with the material we furnish them, to merchandise fully each pic-

ture in their own situations. By such concentrated and cooperative efforts on the part of the producer, the distributor and the exhibitor, we are certain that maximum returns will be assured for this outstanding product," said the general sales manager.

Pictures set for release soon and cited by Haines included "Top Secret Affair," "The Big Land," "Paris Does Strange Things," "A Face in the Crowd," "The Spirit of St. Louis," "Lafayette Escadrille," and "The Prince and the Showgirl."

Haines also announced a follow-up series of four regional sales meetings to be held by his divisional sales managers in Philadelphia, Kansas City, Dallas and Denver, the details of which will be announced later.

The two-day sales meeting winds up tonight with the men returning to their respective territories over the weekend.

Paramount Laboratory To Continue Operation

The Paramount Film Laboratory, operating in connection with Paramount News at 544 West 43rd Street, will continue operations when the newsreel suspends Feb. 15, according to an announcement yesterday by Barney Balaban, president of Paramount. The laboratory will continue to process Paramount product and will be available for outside accounts.

In connection with the suspension of Paramount News, Balaban indicated that the decision had been taken "with regret" in order to keep the company in step with modernization. "In the changing situation in our industry," he said "it is Paramount's policy to concentrate our investments and our activities in current and new fields which in our judgment offer the best opportunities and maximum security for a vital and profitable future for our company."

"We have always taken great pride in the consistently high standards of quality and integrity which our newsreel has maintained over the years,

'Ten Commandments' To Fox Salt Lake Unit

SALT LAKE CITY, Jan. 24—Salt Lake City's Uptown Theatre has been selected for the engagement of "The Ten Commandments," according to Fox city manager John Denman. It will open in February.

This booking is surprising, since the public preview of the picture, which Cecil B. DeMille attended, was held late in 1956 at the Centre Theatre, an Intermountain Theatres showcase. Intermountain is affiliated with Paramount. The Uptown is its main opposition in downtown Salt Lake.

The booking was even more unusual in view of the fact that Intermountain arranged for Charlton Heston to visit Salt Lake City last week. The star appeared on the stage of the Utah Theatre, another Paramount house, in connection with "Three Violent People," but he spent much of his time in Salt Lake plugging "The Ten Commandments."

thanks to its fine and loyal staff headed by A. J. Richard," Balaban concluded.

Cinerama Net

Is \$174,867

Net profit of Cinerama Productions Corp. for the fiscal year ended October 31, 1956 was \$174,867.51, compared to \$277,095.14. In a financial report sent to stockholders Milo J. Sutliff, president of the company, pointed out that the company during fiscal 1956 had paid off its obligation to Bankers' Trust and now has outstanding obligations of only \$345,000.

Of this amount \$175,000 is a loan from the Marine Midland Bank, \$75,000 is a note due Cinerama, Inc. and \$95,000 is due Louis B. Mayer. Of the total due Mayer \$65,000 is for salary and expenses due him for services before August, 1953, and \$30,000 is for an option on his property "Paint Your Wagon."

Rank Officials Will Pick Cities for 6 Exchanges

Kenneth Hargreaves, head of the new J. Arthur Rank film distributing organization in the U.S.; Geoffrey Martin, advertising-publicity director, and Irving Sochin, general sales manager, will leave here Monday for a tour of key cities, Coast to Coast, with a view to opening six exchanges for the distribution of Rank films. The physical handling of prints will be done by outside groups.

Eleven major cities are on the schedule, and six will probably be chosen for the establishment of exchange offices, according to Hargreaves. Cities are: Boston, Detroit, Chicago, Kansas City, Denver, San Francisco, Los Angeles, Dallas, New Orleans, Washington and Atlanta.

Sochin has reported that Rank Film Distributors of America hoped to open their first picture "no later than mid-April." The picture and theatre, which will be in New York, have not been selected yet, he said.

At the conclusion of the trip, which will take three weeks, Hargreaves and Martin will return to England to arrange for the transfer of their families to the U.S.

462 PRE-RELE

THE SAGA OF *THREE BROTHERS*
....TOGETHER THEY STOOD AS ONE!

...until red-lipped danger
turned loyalty to hate...
and brother-love
into a thing of
fighting fury!

THE STRONG...

THE BOLD...

and
THE WEAK!

STARRING

FRED MacMURRAY
JEFFREY HUNTER
JANICE RULE

CO-STARRING

CHILL WILLS
DEAN STOCKWELL

GUN FOR A COWARD

IN
CINEMASCOPE

in Eastman COLOR

WITH JOSEPHINE HUTCHINSON • BETTY LYNN • JOHN LARCH

Directed by ABNER BIBERMAN • Written by R. WRIGHT CAMPBELL • Produced by WILLIAM ALLAND • A UNIVERSAL-INTERNATIONAL PICTURE

SE ENGAGEMENTS DURING THE MONTH OF FEBRUARY!

**...with special intensive
advertising and promotion
saturation campaigns
covering Atlanta,
Charlotte, Memphis,
Jacksonville and
Cincinnati territories.**

FOR SECURITY...



New Contracts *RKO Will Step Up Production, Says O'Neil*

(Continued from page 1)

in charge of production; Edward L. Walton, vice-president; Walter Branson, vice-president and global sales head, and Raymond Klune, general manager of the Hollywood studio.

He said that the recent resignations of J. Miller Walker, vice-president, general counsel and secretary; William Clark, treasurer, and Garrett Van Wagner, comptroller, were "voluntary retirements."

O'Neil pointed out that legal work has been greatly reduced in recent years as anti-trust litigation declined, and that no successors will be appointed except in the case of Clark. Charles G. Drayton, assistant treasurer, has been promoted to treasurer.

Loew's Seeks Extension

(Continued from page 1)

seeks to extend is March 8, the date set for completion of distribution of new stock, whereby present stockholders in Loew's will receive one-half share in the picture company and one in the theatre company for each share of present stock held.

Loew's also has a deadline of February 6 for division of the company's funded debt between the picture company and the theatre company which it presumably expects to meet. The government's attitude on the proposed extension has not been disclosed.

(Continued from page 1)

cent ahead of the domestic for the past four years.

Instead, he said, the savings from the Universal distribution deal, which he estimated, would be about \$4,000,000 annually, would be applied to the production of either more or higher budgeted pictures than heretofore. He said the company plans eight or 10 pictures itself for 1957, probably at increased budgets, and will actively seek additional product from independents and foreign sources.

No pictures made or acquired by RKO Radio after Dec. 31 last are included in the Universal deal. O'Neil said that new distribution arrangements will be made after the conditions have been explored with several companies.

Sees Multiple Studios Unnecessary

Plans for the Gower Street, Hollywood, and Pathe studios in Culver City have not been decided yet but O'Neil said RKO has no more need of two studios than the industry has of 250 exchanges in 32 centers. He inferred that one or the other of the studios would be disposed of and, if one is retained, it would be used for the company's own production, as needed, by independents affiliated with it, or as a rental lot. He denied reports that the 14-acre Gower Street lot would be used as a guided missile

Physical Distribution May Go to 'U' Also

Physical distribution of RKO Radio pictures may go to Universal along with selling and other distribution functions when RKO's current deal with National Film Service expires about 90 days hence, Tom O'Neil, RKO chairman, indicated yesterday. Discussions to that effect are now in progress, he said.

plant by a General Tire & Rubber subsidiary.

O'Neil expressed regret that the moves meant elimination of many employees but indicated that it was the only possible means of ensuring the company's continuance on anything like a permanent basis. RKO will set up facilities here and on the Coast to aid in the relocation of employees.

RKO, he said, has lost \$4,500,000 in 1955 and \$1,500,000 last year. In addition, the company had spent \$15,000,000 on new production, and its operating costs for the two years amounted to \$40,000,000. Had the present plan been in effect, RKO would have shown a profit in 1956, O'Neil said.

No Plan for Absorption

There is no commitment for RKO employees to be absorbed by Universal, he said, but at least one member of each RKO exchange staff will go to a Universal exchange on a temporary basis to aid in an orderly transition of branch functions. The 32 domestic RKO exchanges will close Feb. 1, with "between 40 and 50 pictures" made prior to last Dec. 31 being turned over to Universal.

O'Neil declined to be specific about the distribution terms when asked, explaining that it was Universal's concern and he did not presume to speak for that company. However, he said that terms on some of the pictures "graduated up to a maximum of 50 per cent." He did not mention a

minimum but denied that it was as low as 17½ per cent.

He said that negotiations with Universal for Canadian distribution are continuing.

O'Neil also denied the widely circulated report that the foreign negotiations were being conducted primarily to take advantage of the company's loss credit. He pointed out that a credit was subject to many questions, among them a veto of any subterfuge as that suggested. Any denial was that Disney Prods. had withdrawn its short subjects from Radio. O'Neil said that negotiations with Disney on the subject are in progress, as they are with other independent producers whose pictures were being distributed by RKO.

Shorts Not Included

RKO's own short subjects are included in the Universal deal.

Advertising and publicity functions will be continued by RKO on the abbreviated scale dictated by the streamlined operations.

It will exercise no sales supervision over the pictures turned over to Universal, minimum and maximum take for each picture having been agreed upon in advance by the two companies.

O'Neil said his company's research had shown the industry's operation of production and distribution to be "cessively wasteful" in duplicated facilities, and was acting accordingly. He estimated 53 per cent saving, he will be invested in RKO's own production, in the financing of independents and foreign producers and rise to an expectation of lower rentals for exhibitors and improved product for the public.

O'Neil was disturbed by many reports that circulated and found their way into print during the extended period of self-imposed secrecy by officials of both his own company and Universal. He made special reference to one out-of-town journalistic criticism without identifying it, which said RKO will reply to in trade advertising Monday.

THE SEVENTH ANNUAL COMMUNION BREAKFAST

for Catholic people of the motion picture industry in the New York area will be held Sunday, February 3. Mass at nine o'clock at St. Patrick's Cathedral, with breakfast immediately following in the Grand Ballroom of the Hotel Waldorf-Astoria.

For information and tickets, communicate with the member of the Sponsoring Committee in your office, or Miss Marguerite Bourdette, Room 1107, 1501 Broadway. Tel.: BRyant 9-8700.

(Tickets \$3.75 each)

Rank Appointed Head Of British Trade Fund

LONDON, Jan. 23.—J. Arthur Rank has been named president of the Cinematograph Trade Benevolent Fund here, succeeding the late Reginald Bromhead, who founded the group. Bromhead, who had also been chairman, died last month.

Ralph Bromhead, a nephew of the late president and chairman, succeeds him as chairman of the Fund.

Lewislor, Yorke in Deal

HOLLYWOOD, Jan. 23—Lewislor Enterprises has contracted with independent producer Emerson Yorke for the sale of exclusive feature film rights to "The Cardinal's Secret," an original story by Ernest M. Miller.

Teen-Age Film Interest Cited in COMPO Ad

A strong teen-age interest in motion pictures will be cited in the 72nd of a series of the Council of Motion Picture Organizations' advertisements in Editor & Publisher, appearing in the Saturday, January 26 issue of the periodical.

The bureau of advertising of the American Newspaper Publishers Association is quoted as saying "95 per cent of the teen-age girls read movie pages . . . the figure for teen-age boys is 93 per cent." Mrs. L. A. Haupt, editor of Seventeen magazine, is quoted as saying teen-age girls would rather go out than watch TV and influence dates, friends and parents as to which film to see.

Brotherhood Vital: Warner

(Continued from page 1)

bles and leaders of the Brotherhood movement sharing the dais. The dinner marked the formal closing of amusement business' national campaign for Brotherhood Week, Feb. 17-24. The fund-raising is \$250,000.

The Brotherhood dinner also hailed by Belafonte, who accepted the Brotherhood artist's award.

The banquet, the twelfth to be sponsored by the Amusements Division of the NCCJ, began with an invocation by Dr. Sterling W. Brown, executive vice-president of the conference. Ceremonies included an address by the honorable Paul G. Hoffman, United States delegate to the United Nations, and were climaxed by the award of gold Brotherhood plaques to Belafonte.

Presentation to Warner was made by Dr. Everett R. Clinchy, president of the NCCJ. Louis Nizer, dinner chairman and toastmaster, presented plaque to Belafonte.

Lauded by Guest of Honor

Including the work of the conference, Belafonte urged that its resources and activities be increased "for its work as the interpreter of our freedoms is more important each day."

"There are hopeful signs that we are standing on the threshold of a new era of understanding and brotherhood," the Warner Bros. president said. "For example," he noted, "the difficult and delicate task of desegregation was accomplished in the southern states of Louisville without incident or violence."

Citing the efforts of the motion pic-

ture industry toward the promotion of tolerance and furtherance of brotherhood, Warner asserted: "Many of the industry's films — features and short subjects — have dramatized the power of brotherhood in the historic highlights that have made the United States a great united nation. At our own studios we have tried to present on film this record of accomplishment, the story of brotherhood behind the greatness of America."

Brotherhood officials participating in the evening's program included: Dr. Everett R. Clinchy; William J. Heineman and Spyros S. Skouras, Jr., national co-chairmen; Ned E. Depinet, former national chairman; and Sidney Newman and Alfred H. Tamarin, national publicity co-chairmen.

39 on Dais

Industry leaders sharing the dais were Charles A. Alicoate, Charles Allen, Jr., Chester B. Bahn, William B. Brenner, Ned E. Depinet, Russell V. Downing, Charles Einfeld, Simon H. Fabian, Charles J. Feldman, Leopold Friedman, Emanuel Frisch, Leonard H. Goldenson, Bernard R. Goodman, Roy Haines, James D. Ivers, Arthur Israel, Sherwin Kane and Harry M. Kalmine.

Also Arthur B. Krim, Mrs. Margie Lewis, W. Stewart McDonald, Donald Mersereau, Robert H. O'Brien, John J. O'Connor, Robert W. Perkins, Martin Quigley, Charles M. Reagan, Samuel Rinzler, Herman Robbins, Samuel Rosen, Adolph Schimel, Sol A. Schwartz, Si Seadler, Serge Semenenko, Charles A. Smakwitz and Richard F. Walsh.

NT Earnings

(Continued from page 1)

the operations was \$433,000, or 6 cents per share, which is approximately 60 per cent higher than in the corresponding quarter of the preceding year. Sales of unproductive assets and real estate during the quarter resulted in a net profit after federal income taxes of \$140,000, which is equivalent to 5 cents per

'55 Quarter Net \$203,053

Consolidated net income for the corresponding 13 weeks ended Dec. 31, 1955, was \$203,053, or 7 cents per share on the 2,746,486 shares then outstanding. This was comprised of income from operations of \$272,000, or 10 cents per share, and net income from sales of theatres and real estate of \$69,000, or 3 cents per share. Theatre gross income for the quarter was \$13,898,000, reflecting an improvement of \$848,000 over the corresponding quarter of the previous year.

The new directorships have been added on the board of directors of National Theatres Amusement Company, subsidiary of National Theatres, focus on closer handling of op-

Skouras To Chicago For Mid-West Sales Meet

CHICAGO, Jan. 24.—Spyros P. Skouras, 20th Century-Fox president, will head a delegation of home office executives arriving here tomorrow for the fourth in a series of five divisional sales meetings being convened by Alex Harrison, general sales manager. The two-day meeting with the Mid-West sales force will formulate merchandising and promotional plans for 20th's expanded product lineup of more than 50 pictures this year.

Joining Skouras and Harrison at the parleys are Donald A. Henderson, secretary-treasurer of the company; C. Glenn Morris, Central-Canadian division manager, and exploitation manager Eddie Solomon.

Operational problems, it was announced by Rhoden, president of both organizations.

Bringing to 12 the total members on the board, one of the directorships went to Irving Epstein, who was also elected vice-president in charge of real estate operations.

Others named included division managers M. Spencer Leve, Los Angeles; William H. Thedford, San Francisco; Robert W. Selig, Denver, and Richard P. Brous, Kansas City.

Television Today

FAME Winner Scroll Goes To NBC's "Matinee Theatre"



M.P. DAILY picture

John Conte, left and Winston O'Keefe, right, host and producer of the NBC Matinee theatre accept a scroll designating the show the "Best Daytime Show on Television" in the FAME-Television Today annual poll of TV editors, columnists and critics. Presenting the scroll is Samuel D. Berns, manager of the Hollywood office of Quigley Publications.

Congress To Continue Investigation of TV

WASHINGTON, Jan. 24.—The Senate Commerce Committee voted to continue during the coming congress its investigation of problems in the television industry.

The investigation, centering on TV network and allocation problems in the past Congress, is conducted by the full committee. The committee hopes to have the Federal Communications Commission appear early next month to give a progress report on the allocations situation and on its TV network study.

Sign for 'Sebastians'

Mort Abrahams, executive producer of Producers Showcase, announced in New York yesterday that Howard Lindsay and Russell Crouse had been signed to write the TV adaptation of "The Great Sebastians," the April Showcase production which will star Alfred Lunt and Lynne Fontaine in the title roles.

Lindsay and Crouse also wrote the original stage play.

TV Grows in Canada

TORONTO, Jan. 23.—Figures released by the Dominion Bureau of Statistics show that more than half of Canada's estimated 3,974,000 households (54 per cent) were equipped with TV sets at the end of last September. The Bureau also estimated that 96 per cent of all households had radios.

Tells NTFC Proper Film Handling Needed

A method of informing local TV stations of proper procedures for handling film to insure top picture quality throughout circulation is the greatest current need of TV film producers and distributors, members of the National TV Film Council were told yesterday by E. P. Genock, manager of television programming for Eastman Kodak.

Speaking before a luncheon meeting at the Hotel Delmonico, Genock asserted that films reached the first station "in perfect condition over 95 per cent of the time," but that inadequate handling of equipment too frequently damaged the quality of the pictures received in the home before the print was well into circulation.

Dr. Alfred N. Goldsmith, newly elected president of NTFC, introduced Genock and other speakers from various agencies. Included in the symposium were: C. Edward Hamilton, chief engineer of ABC; Walter Selden of Sullivan, Stauffer, Colwell & Bayles; Thomas Barnes, general manager of Fargo, N. Dak., station WDAY-TV, and Fred Raphael of J. Walter Thompson Co., advertising agency.

Goldsmith recommended after the discussions that the various groups consider setting up a qualified unit to monitor TV reception on sets in selected homes. This would also be of help in producing films that would reflect the best quality when appearing on TV screens, he said.

WHAT'S HAPPENING AT RKO

*Why we make this statement
at this time...*

There have been a lot of stories lately about what RKO is doing and what it intends to do. Here are the facts.

*Why certain changes are
being made...*

The goal of RKO is to reduce its fixed domestic overhead by 53% for any given motion picture.

Money saved by reducing these fixed costs in distribution and production can thus be applied to the creative end of picture making.

*What RKO is doing about
motion picture distribution...*

RKO has made a limited agreement with Universal-International to distribute motion pictures through the Universal-International distribution system. This applies only to the United States and only to motion pictures started prior to December 31, 1956.

Distribution by RKO of its pictures will continue in foreign markets in the same way as it has been.

The agreement with Universal-International has been accomplished in order to eliminate duplication of distribution overhead and noncreative expenditures, allowing more resources to be put into the creative end of making better pictures.

*What changes will be made
in RKO's production...*

In production, there is also an opportunity to reduce the so-called below-the-line fixed charges attributed to a motion picture. These are noncreative costs and do not contribute to a picture's artistic or financial success.

We have two groups of studio buildings—on Gower Street in Hollywood and in Culver City. How these production facilities can be put to best use has not yet been finally determined.

*How these changes will
affect RKO's future...*

With the streamlining of its distribution and production, and the subsequent savings in fixed charges, RKO will be in a position to concentrate on the creative planning, making and promotion of better motion pictures.

*Our decisions on distribution and production are made
with one goal in mind—to make better motion pictures more efficiently.
This will benefit the public and motion picture exhibitors as well as ourselves.*

All
the News
That
Is News

QP

MOTION PICTURE DAILY

Concise
and
to the
Point

QP

OL. 81, NO. 19

NEW YORK, U.S.A., MONDAY, JANUARY 28, 1957

TEN CENTS

Few Remaining

RKO Workers Got Terminal Notice Friday

Night District Managers, 2 Branch Heads on List

Dismissal notices were given to hundreds of RKO Radio Pictures executives, department heads and staff employes at the home office and in the field on Friday, effective next Friday. Despite the well-publicized effects of the deal by which selling and distribution of RKO Radio pictures is to be taken over by Universal next week, many had received no official notice of termination of employment up to Friday. All but the top level of the RKO Radio sales force received notices. Remaining with Walter Branson, domestic and foreign sales head, are his assistants. (Continued on page 13)

Am-Par to Make Six Next Six Months

Irving Levin, president of Am-Par Pictures Corp., has announced that the company, a subsidiary of American Broadcasting-Paramount Theaters, will spend \$3,000,000 in the next six months on the production of pictures. Levin, here from the New Orleans meeting with the Am-Par exhibitor advisory committee, said the properties to be produced were chosen from given consideration by the committee during the New Orleans meetings.

50 M-G-M Films Are 'Available' in 16mm

Encyclopaedia Britannica Films Inc., which has 16mm distribution rights to all M-G-M feature films, has mailed a brochure listing 250 films available immediately to "small size" installations in the U.S. The films were acquired last year for \$10,000,000 for 10 years from M-G-M Inc. The M-G-M product, which includes some CinemaScope films, is (Continued on page 9)

Proving A 'Distance Runner'

'Ten Commandments' Performance Suggests New Kind of Business

By SHERWIN KANE

A new kind of motion picture business characterized by longer runs and higher grosses from a single attraction could be in the making with Cecil B. DeMille's "The Ten Commandments" as the trail-blazer.

Montague Is Compo Repr.

A. Montague, vice-president and general sales manager of Columbia Pictures, will represent the Motion Picture Association of America in all Council of Motion Picture Organization activities, it was announced here at the weekend, following a meeting of the MPAA board of directors, presided over by Eric Johnston.

An MPAA official said Montague will not be a member of the COMPO triumvirate. The Columbia official will "just represent the MPAA," succeeding the late William C. Gehring of 20th Century-Fox, who represented MPAA at COMPO functions since the retirement of Al Lichtman.

The board meeting took up a number of items. (Continued on page 13)



A. Montague

For the Paramount release, now nearing the \$2,000,000 mark in film rentals from the 15 theatres in which the picture has been playing for periods ranging only from 11 weeks maximum to five weeks minimum, is behaving in a manner as unique as veteran distribution and exhibition executives familiar with its performance are able to recall.

"The Ten Commandments" opens strong and continues that way. Fluctuations in theatre grosses are accounted for in the main by the (Continued on page 9)

Memphis Censor Head Bans UA 'Delinquents'

Special to THE DAILY

MEMPHIS, Jan. 27 — Mrs. B. F. Edwards, acting chairman of Memphis and Shelby County Board of Censors, today banned a United Artists film, "The Delinquents." Explaining the action, she said: "I banned it for excessive brutality, drinking and low moral standards."

Mrs. Edwards said she saw the picture alone because Mrs. St. Elmo Newton, a board member, is ill and Mrs. Walter Gray, the other member, could not be there.

"I don't like to have to ban pictures." (Continued on page 9)

COMPO Sends Pressbook on 'Sweepstakes' Plan To Academy in Hollywood for Its Approval

The pressbook on the Academy Awards Sweepstakes, covering all phases of the promotion which has been designed to increase theatre attendance, has been forwarded by the Council of Motion Picture Organizations to the Academy of Motion Picture Arts & Sciences in Hollywood for approval. The Academy is expected to receive the Sweepstakes pressbook today and will notify COMPO if it has any objections to the material to be used in the promotion, which will be run Feb. 19 to March 26.

The Academy Awards Sweepstakes project has been approved by the COMPO executive committee on which are represented all the exhibitor organization members of COMPO. The pressbook contains an outline of the Sweepstakes guessing contest, its rules, stories for newspaper planting, how to promote prizes, choose board of judges, accessories available and prizes. It is being sent to exhibitors on or about Feb. 1 by National Screen Service.

In Cincinnati

Expect 600 at Allied Drive-In Meet Tuesday

Clinics Set for Large and Small Town Operations

Special to THE DAILY

CINCINNATI, Jan. 27. — The nation's drive-in operators—more than 600—began arriving in this city today for the fourth national drive-in theatre convention of Allied States Association.

A special section on the National Allied Drive-In Theatre Convention, including the trade show exhibit floor plans begins on page 10.

The convention begins Tuesday and will run through Thursday.

Among top speakers will be Albert (Continued on page 12)

Klein, Other Officers Installed By Variety

The Variety Club of New York, Tent 35, installed its new officers Friday at a luncheon meeting at Toots



Harold Klein

Shor's restaurant. The officers, inducted by Ralph Pries, international representative of Variety Clubs, include Harold Klein, chief barker; Richard Brandt, first assistant; Larry Morris, second assistant; Jack Hoffberg,

dough guy, and W. W. Bower, property master.

The Chief Barker's Heart Award (Continued on page 12)

Televisión Today

Page 13

PERSONAL MENTION

SPYROS P. SKOURAS, president of 20th Century-Fox; **DONALD A. HENDERSON**, secretary - treasurer; **C. GLENN NORRIS**, Central-Canadian division manager, and **EDWARD SOLOMON**, exploitation manager, returned to New York over the weekend from Chicago.

LACY W. KASTNER, president of Columbia Pictures International, and **SIG KUSIEL**, vice - president and Latin-American supervisor, left here yesterday for an extended tour of the company's Latin-American branches.

JOSEPH BELLPORT, RKO Radio Continental European manager, returned to his Paris headquarters from New York by plane over the weekend.

RICHARD CARLTON, sales vice-president of Trans-Lux Television Corp., left New York yesterday for Detroit, Chicago and Minneapolis.

ROBERT BROWN, of the Columbia Pictures production staff, left New York on Friday for London via B.O.A.C.

MARTY WOLF, Altec Service Co. sales manager, has left New York for a trip to key cities of the West.

BERNARD M. KAMBER, Hecht-Hill-Lancaster production executive, has returned to New York from Miami Beach.

CECIL B. DEMILLE is scheduled to arrive in New York on Feb. 15 for a stay of one week.

CONSTANCE BENNETT will leave here tomorrow for London via B.O.A.C.

MARC SPIEGEL, overseas representative for the Motion Picture Export Association, left here over the weekend for Paris.

JAMES O'GARA, Buena Vista Eastern division manager, has returned to New York from Toronto and Montreal.

Dismiss Image Suit

The Massachusetts U. S. District Court recently handed down a decision dismissing a damage suit against Altec Service Corp. and National Simplex-Bludworth, Inc., brought by Image & Sound Service Corp. and Image & Sound Service of New England. The action alleged violation of anti-trust laws by the defendants.

Theatre Business Changes In L. A., Phila. Noted

From THE DAILY Bureau

WASHINGTON, Jan. 27.—Changes in theatre business in Philadelphia and Los Angeles showed exactly opposite patterns between 1948 and 1954, Census Bureau statistics revealed.

In Philadelphia, business picked up sharply in the downtown theatres, but fell off in neighborhood and suburban theatres. In Los Angeles, downtown theatres saw a sharp drop in receipts, but there were gains in the rest of the area.

Stock Transactions Of Executives Reported

WASHINGTON, Jan. 27.—The Securities and Exchange Commission has reported that executives of Columbia, Republic, Warner Bros. and Allen B. Du Mont Laboratories engaged in stock transactions during December, 1956.

Harry Cohen, president and beneficial owner of more than 10 per cent of the common stock of Columbia, acquired 4,596 common shares through stock dividends and made gifts of 4,246 shares, making his holdings now number 184,193 shares, the SEC reported.

Yates Buys 3,000

Also, Herbert J. Yates, president of Republic Pictures, bought 3,000 common shares, increasing his indirect holdings to 45,060 as the shares are registered in the name of R.P.I., Inc. His preferred holdings amount to 1,000 shares, the SEC said.

Harry W. Warner, a director of Warner Bros. Pictures, made gifts of 3,500 common shares, reducing his ownership to 7,500 shares and his beneficial trust holdings amount to 13,700 shares, the Federal agency said. Also, Allen B. Du Mont, chairman of Du Mont Laboratories, made gifts of 4,000 common shares, reducing his direct holdings to 33,601 shares.

IATSE Exec. Board Slates Phila. Meeting

The general executive board of the International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators will convene at the Bellevue-Stratford Hotel in Philadelphia at 10:00 A.M. on Monday, Feb. 11, it was announced by Richard F. Walsh, international president of the organization.

The regular mid-winter meeting of the board will continue in session until all business submitted by local unions and members have been disposed of, Walsh said.

SMPTE Aims to Broaden Services for Industry

More and broader services for the motion picture industry are the basic aims of the current Society of Motion Picture and Television Engineers administration, it was announced Friday at the first 1957 meeting of the Society's board of governors here.

The Society's engineering committees will be encouraged to conduct more studies and surveys and produce more reports on long-standing technical problems and in new areas under development, Barton Kreuzer, president of SMPTE, told the gathering.

Kreuzer reviewed the progress made by SMPTE in recent years and outlined the program he said will serve as a guide for his administration. SMPTE will increase its services to exhibitors through its recently established Projectionists' Information Committee, he asserted.

"The SMPTE will continue its program to educate industry technicians, and will broaden these activities to encourage young engineers to establish careers in the motion picture and television fields," he said.

Warner Sales Meeting Is Concluded Here

Advertising, publicity and exploitation plans on forthcoming Warner Bros. pictures were outlined to the company's divisional sales managers and district managers at the concluding session on Friday of the two-day sales conference presided over by Roy Haines, general sales manager.

Robert S. Taplinger, vice-president and director of advertising and public relations, presented the overall long-range plans currently in work for such Warner releases as "Top Secret Affair," "The Big Land," "Paris Does Strange Things," "The Spirit of St. Louis," and others.

Gil Golden, advertising manager, discussed advertising campaigns on the pictures, and national publicity manager Meyer M. Hutner outlined the publicity and exploitation plans now under way for the product.

Norman H. Moray, short subject sales manager, outlined the company's plans for forthcoming short subjects.

Texas Drive-In Group's Board Meets Today

AUSTIN, Jan. 27.—The 24-member board of directors of the Texas Drive-In Theatre Owners Association has been called to meet tomorrow at the Adolphus Hotel in Dallas to approve final arrangements for the annual convention.

The convention is scheduled for Feb. 26-27 at the Adolphus. Tomorrow's meeting was called by Eddie Joseph, president of the Association.

NEWS ROUNDUP

Study 'Adults' Rating

The Milwaukee common council's license committee will study a suggested ordinance which would ban children from films rated as suitable for "adults only." If passed and enforced, it would be illegal to sell tickets to such films to persons under 18. It was also pointed out by the Milwaukee Motion Picture Commission, if such a law was passed the commission would not recommend deletions if restricted to adults.

To Make Creative Awards

The Creative Film Foundation has announced that Tennessee Williams will be the guest of honor and will present the certificates of the 1956 Creative Film Awards to five 16mm film-makers at the initial presentation function, to be held at the Fashion High School Auditorium here tomorrow night. The event will mark the first presentation of the awards, which have been established by the foundation, in cooperation with Cinema 16, as an annual honor to the best creative experiments in film form.

Zinnemann Company Set

Director Fred Zinnemann has announced formation of his own company to be known as F. R. Z. Co. for the production of motion pictures. Zinnemann completed negotiations with Warner Bros. this week to finance and distribute two films to be made by F. R. Z. and is currently negotiating for one or two properties acceptable to him and the studio for his first independent production.

'Brave Men' Opens Big

Twentieth Century-Fox's "Three Brave Men" in CinemaScope grossed \$16,253 in the opening week of its initial twin engagements at Boston's Fenway and Paramount, according to theatre reports. The film also has opened to "excellent" business in Louisville, Seattle and Portland, Me., according to 20th-Fox.

Bronx Using Color

Color film production will start for the first time in its history at Gold Medal Studios, Inc., the recently remodeled Biograph Studios in the Bronx, N.Y., it has been announced by Martin H. Poll, president of the company. The studio will make an Eastman Color short for Imperial Oil Co. of Canada, to be produced by Shamus Culhane Productions.

*20th's Policy
for 1957:*

**"Lead through
STRENGTH"**

Byron R. Jones
President

*An important statement
about*

20th Century-Fox's

JANUARY-THRU-EASTER

product!

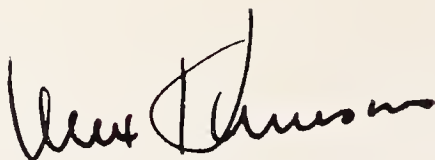


20th Century-Fox in announcing its release schedule for the first four months of 1957, reaffirms its great faith in the future of our industry as expressed by our President, Spyros P. Skouras, in his recent statement that we must "**lead through strength.**"

This is only the beginning. Our program is ambitious, but simple. *We will release one important new box-office attraction every week of 1957.* Every one of these pictures will be as successful a creation and as commercial a product as we can make it.

We are pouring into this line-up talent, skill, energy and experience. Each release will be pre-sold by hard-hitting advertising and widely-penetrating publicity.

These are challenging days for our business. But it is our thinking at 20th that vigor, imagination and merchandising will do the job. We know we have *the most of the best pictures in our entire history*, and we face the future with confidence and enthusiasm.



ALEX HARRISON
General Sales Manager

The year's outstanding
dramatic achievement!

ANASTASIA

COLOR by DE LUXE
CINEMASCOPE



starring
INGRID BERGMAN · YUL BRYNNER · HELEN HAYES

Produced by BUDDY ADLER · Directed by ANATOLE LITVAK
Screenplay by ARTHUR LAURENTS

Now everybody can see it at popular prices!

RODGERS & HAMMERSTEIN present

OKLAHOMA!

COLOR by TECHNICOLOR
CINEMASCOPE

Produced by ARTHUR HORNBLow, JR. · Directed by FRED ZINNE MANN
Screenplay by SONYA LEVIEN and WILLIAM LUDWIG



*Theatres are rocking!
This one is rolling!*

THE GIRL CAN'T HELP IT

COLOR by DE LUXE
CINEMASCOPE

starring
TOM JAYNE EDMOND
EWELL • MANSFIELD • O'BRIEN

Produced and Directed by
FRANK TASHLIN

Screenplay by
FRANK TASHLIN and HERBERT BAKER



The story that had to win the Pulitzer Prize!

THREE BRAVE MEN

CINEMASCOPE

starring
RAY ERNEST
MILLAND • BORGNINE

Produced by Directed and Written for the Screen by
HERBERT B. SWOPE, Jr. • PHILIP DUNNE



Heartwarming story of youth and adventure!

SMILEY

COLOR BY TECHNICOLOR
CINEMASCOPE

starring
RALPH JOHN
RICHARDSON • McCALLUM • RAFFERTY

and introducing COLIN PETERSEN as "Smiley"

Produced and Directed by ANTHONY KIMMINS

Screenplay by
MOORE RAYMOND and ANTHONY KIMMINS

A London Film Released by 20th Century-Fox



Stripped of all fiction, legend, lies!

THE TRUE STORY OF JESSE JAMES

COLOR by DE LUXE
CINEMASCOPE

starring
ROBERT JEFFREY HOPE
WAGNER • HUNTER • LANGE

Produced by Directed by
HERBERT B. SWOPE, Jr. • NICHOLAS RAY

Screenplay by WALTER NEWMAN



Out of the West comes a new kind of outdoor thriller!

THE QUIET GUN

REALSCOPE

starring
FORREST TUCKER

Produced by Directed by
EARLE LYON • WILLIAM CLAYTON

Screenplay by ERIC NORDEN



"LEAD THROUGH STRENGTH" - S.P.S.



*A cast of stars in
Broadway's smash comedy hit!*

OH, MEN! OH, WOMEN!

COLOR by DE LUXE
CINEMASCOPE

starring

OAN GINGER DAVID
DAILEY · ROGERS · NIVEN

BARBARA TONY
RUSH · RANDALL

Produced and Directed by
NUNNALLY JOHNSON



Adventurers for hire in exciting Morocco!

OASIS

IN EASTMAN COLOR
CINEMASCOPE

starring

MICHELE PIERRE
MORGAN · BRASSEUR
with CORNELL BORCHERS

Produced by LUGGI WALDLEITNER
and GERD OSWALD

Screen Adaptation by
JOSEPH and GEORGES KESSEL



The surprise romantic comedy of the year!

TWO GROOMS FOR A BRIDE

starring

VIRGINIA JOHN
BRUCE · CARROLL

Produced by ROBERT S. BAKER and MONTY BERMAN

Directed by HENRY CASS · Screenplay by
FREDERICK STEPHANI



The star of "The King and I"!

The director of "The African Queen"!

HEAVEN KNOWS, MR. ALLISON

COLOR by DE LUXE
CINEMASCOPE

starring

DEBORAH ROBERT
KERR · MITCHUM

Produced by
BUDDY ADLER and EUGENE FRENKE

Directed by
JOHN HUSTON

Screenplay by
JOHN LEE MAHIN and JOHN HUSTON



The unforgettable story of the men of the West!

THE STORM RIDER

REGALSCOPE

starring

SCOTT MALA BILL
BRADY · POWERS · WILLIAMS

Produced by BERNARD GLASSER · Directed by
EDWARD BERNDS

Screenplay by EDWARD BERNDS and DON MARTIN



Three top stars in a story of unparalleled excitement!

THE RIVER'S EDGE

COLOR by DE LUXE
CINEMASCOPE

starring

RAY ANTHONY DEBRA
MILLAND · QUINN · PAGET

Produced by BENEDICT BOGEAUS · Directed by
ALLAN DWAN

Screenplay by
HAROLD JACOB SMITH and JAMES LEICESTER



The strangest story to emerge from the war!

SEA WIFE

COLOR by DE LUXE

CINEMASCOPE

starring

JOAN COLLINS • RICHARD BURTON • BASIL SYDNEY

Produced by ANDRE HAKIM • Directed by BOB McNAUGHT

Screenplay by GEORGE K. BURKE



20th's MAGNIFICENT EASTER ATTRACTION!

*In the tradition of "3 Coins in the Fountain!"
Glorious romantic adventure filmed in the Isles of Greece!*

BOY ON A DOLPHIN

COLOR by DE LUXE

CINEMASCOPE

starring

ALAN LADD • CLIFTON WEBB • SOPHIA LOREN

Produced by SAMUEL G. ENGEL • Directed by JEAN NEGULESCO

Screenplay by RICHARD BREEN and WALTER REISCH



Offbeat drama of mounting suspense!

BREAK IN THE CIRCLE

starring

FORREST TUCKER • EVA BARTOK • MARIUS GORING

Produced by MICHAEL CARRERAS • Directed by VAL GUEST

Screenplay by VAL GUEST



The thrill package of the year!

A boxoffice blockbuster!

SHE DEVIL (TENTATIVE TITLE)

starring

MARI BLANCHARD • JACK KELLY • ALBERT DEKKER

Produced and Directed by KURT NEUMANN

Screenplay by CARROLL YOUNG and KURT NEUMANN

and

KRONOS

starring

JEFF MORROW • BARBARA LAWRENCE • JOHN EMERY

Produced and Directed by KURT NEUMANN

Screenplay by LAWRENCE LOUIS GOLDMAN



Powerful secret story of wartime Hong Kong!

CHINA GATE

CINEMASCOPE

starring

NAT "KING" COLE • GENE BARRY

Produced, Directed and Written for the Screen by SAMUEL FULLER

A Globe Enterprises Production
Released by 20th Century-Fox



LEAD THROUGH STRENGTH" — S. P. S.



The
MOST
of the
BEST
pictures
in our
entire
history!

Michigan Exhibitors Face Admissions Tax

DETROIT, Jan. 27 — Michigan theatre exhibitors, who have thus far been free of local admission taxes, are faced with the threat of their imposition before the year is over.

The reason for agitation by the Michigan Municipal League, the trade association of local governments, is the need for more revenue. The only available remaining sources are an admission tax, public utility gross receipts tax, and an income tax. Theatres have thus far been spared, due to some doubt as to whether the Home Rule Act imparts such taxing power to municipalities.

Spearheaded by Allied Theatres of Michigan, exhibitors are contacting legislators to advise them that an admission tax would close many locally-owned theatres, resulting in a decrease rather than an increase in total tax revenue, since closed theatres not only mean a loss in property taxes, but "injure neighboring business, thereby reducing sales tax revenue."

SWG Dinner March 7

HOLLYWOOD, Jan. 27 — The Screen Writers Guild ninth annual awards dinner will be given here on March 7th at the Moulin Rouge Restaurant, with Groucho Marx emceeing the entertainment program, banquet chairman Warren Duff has announced.

REVIEW:

Kelly and Me

U-I—CinemaScope

LIKE THE HERO of "Kelly and Me," this picture is corny but charming as it tells the story of a dog, its master and their ups and downs in show business. There's a couple of love stories, some vaudeville turns, a peek at how pictures are made and some amazing feats performed by the dog which keep things moving at all times.

Van Johnson, who is "Me," is a run-of-the-mill song-and-dance man in the days when vaudeville was gasping for breath. One of the members of a dog act on the same bill takes a fancy to Johnson and when he is abandoned by his trainer just naturally follows Johnson wherever he goes. The latter works up a routine which improves the act and the bankroll.

The hero meets Piper Laurie, the daughter of a film producer, who persuades her father to sign the team for a picture to bolster the studio's sagging finances. Kelly is the important member of the deal but Johnson is the only one he'll obey so the master becomes an unwanted necessity although he thinks the eventual success is all his doing.

His ego is so inflated that when he learns the truth, he decides to leave Hollywood but without Kelly as the dog's real and villainous owner claims him. The intelligent canine, in love only with Johnson, follows him to San Francisco and, in a climax utilized many times but never with this switch, is reunited with his master on stage.

Johnson is quite good as the cornball entertainer and performs a few song-and-dance numbers with ease and charm. Miss Laurie is pert and capable as the girl who always loves him and Onslow Stevens as her understanding father is excellent. Martha Hyer has a brief role as an ambitious glamour gal and Gregory Gay is properly hissable as the original owner. But this is primarily a dog picture and Kelly is the real as well as the nominal star. He's a natural scene-stealer.

"Kelly and Me" was produced by Robert Arthur, directed by veteran Robert Z. Leonard and written by Everett Freeman. It's in CinemaScope and color.

Running time, 86 minutes. General classification. For April release.

JAY REMER

PEOPLE

Mrs. Evelyn Pain, who has been managing editor of "Photoplay," has been appointed editor of the magazine, it has been announced by Irving S. Manheimer, president of Macfadden Publications.

Norman Wheaton, former manager of the Telenews Theatre, Detroit, has returned to Detroit following resignation as manager of the State Theatre in Cuyahoga Falls, Ohio.

Dr. Rolf W. Peter, research physicist at RCA Laboratories since 1948, has been named director of the corporation's Physical and Chemical Research Laboratory. He succeeds Humboldt W. Leverenz, who last week was named assistant director of research.

In making the announcement, Dr. James Hillier, general manager of RCA Laboratories, stated that Allen A. Barco has been appointed director of the Systems Research Laboratory.

Alberta Pike has resigned as advertising manager for the Fox Denver theatres and will go to Oklahoma City to become general manager in charge of art theatre operation for the recently-formed Plaza Art Theatre Corp.

FAME

1957 Edition

NOW IN PREPARATION

Annual Audit of Personalities

of motion pictures and television . . . featuring

monthly and annual Box Office Champion

motion picture productions . . . and

The Ten Top Money-Making Stars



QUIGLEY PUBLICATIONS

New York . . . Hollywood . . . London

National Pre-Selling

A POTPOURRI of motion picture topics appears in the January 21 issue of "Life." There is a striking color page ad on U-I's "Battle Hymn," a page devoted to Oedipus Rex, an Arthur Lesser presentation now playing in New York, "Life" reports that "over two thousand years after the role was first acted in Athens, the terrifying visage of Sophocles' Oedipus was confronting American devotees of Greek drama." A pictorial story depicting Marie McDonald's version of her kidnapping story, and a commercial artist's conception of the kind of boots inspired by James Dean, star of "Giant," and Elvis Presley of "Love Me Tender" also appears.

Four ads for motion pictures appear in the February issue of "Seventeen." A page each on "The Young Ranger," an RKO release, and "The Rainmaker," a Paramount film; a color ad on "Battle Hymn," a U-I picture, and a table of contents ad for M-G-M's "Barretts of Wimpole Street."

"Albert Schweitzer," which had its premiere in New York this week, was re-sold in an article which appeared in the January 13 issue of "American Weekly."

Lloyd Shearer interviewed the wife of Rossano Brazzi for the January issue of "Parade." Brazzi will be starred with June Allyson in "Include." A photo made on location of the two stars illustrates the article.

United Artists has bought "The Saturday Evening Post" story, "Amish at Blanco Canyon," by Donald Hamilton. The first installment starts in the February 2 issue of the "Post." United Artists is changing the title "The Big Country."

Frederic Morton of "Esquire" visited Elia Kazan at Warner's Vitaphone studio in Brooklyn while he was making "Baby Doll" and "A Place in the Crowd" to get material for a story which appears in the February issue. Morton describes in detail how Kazan works on the production sets to get his casts to give the kind of performances he thinks will have the greatest impact at the theatre box offices.

"The Great Man," starring Joseph C. Terrell and Alfred Hitchcock's "The Young Man," were selected as "outstanding pictures of the month" for January by Marshall Scott, motion picture editor of "Cosmopolitan."

Ruth Harbert has recommended "Anastasia," "The Teahouse of the August Moon," "The Barretts of Wimpole Street" and Oedipus Rex" to the readers of "Good Housekeeping" in its January issue.

WALTER HAAS

'Commandments' Performance MGM Films

(Continued from page 1)

addition of holiday or weekend performances which boost the figures above the line marking either capacity or near-capacity. Not in a single theatre or a single geographical area, but in all 15, north, south, east and west.

For the post-holiday month of January only, the picture will have grossed between \$1,400,000 and \$1,500,000 by next Thursday night, Paramount officials estimate.

Many Openings in Offing

It is estimated that its runs in those theatres are not more than 10 to 20 per cent completed. It will, of course, be opened in numerous additional special engagements in the coming weeks, about 35, mostly in the South, scheduled for February; about 12 in early March, then a hiatus until Easter when about 30 more will start.

As of now, the approximately \$2,000,000 in film rental represents almost one-sixth of Paramount's investment before the picture has really been launched on any representative national scale.

Over and over throughout the trade the question is asked, "How's 'Ten Commandments' doing?" It is evidence of the intensity and extent of the interest in this most costly production, carrying a business expectancy unequalled in the industry.

Expect \$50,000,000 for U.S.

Paramount officials are sticking to their earlier estimates of a \$50,000,000 domestic film gross within the next two to three years. It is entirely within the realm of probability, they say, when grosses for the 15 special engagements under way now are projected that far into the future. That encompasses only the special engagements, those on some policy of reserved seats, special or limited performances and advanced prices determined by the exhibitor. They estimate there will be 2,000 engagements of a full week or longer.

Paramount believes the picture will do more business in the U. S. than any other picture has done worldwide. It believes, too, that its performance in the foreign market will be equally impressive.

Grosses Mount, Not Recede

Among the unique features of the picture's runs to date is its demonstrated ability to build from week to week, rather than decline. At the New Theatre, Baltimore, for instance, it built for five weeks. At McVickers, Chicago, it is expected to run a year and a half. At the Criterion, New York, it is expected to stay two years; in Milwaukee, a year, and so on. At the Criterion, its average gross for the first 10 weeks was higher than the average of the theatre's best 10 opening weeks with as many other pictures.

Exhibitors have been inspired by its performance to go out and sell it as they have not done for other pictures in a long time. They have

been seeing people in large and small groups that they haven't talked to in years—religious, school and civic leaders. Special performances are arranged for such groups on a Theatre Party Contract basis, the special arrangements for which are available to all exhibitors playing the picture. Such contracts account for \$300,000 in special sales, in addition to another \$300,000 in regular advance sales at the boxoffice, now on hand.

Incidentally, the colorful program book selling for \$1 is being purchased at the rate of one out of every four "Commandments" ticket buyers.

Whole Industry Seen Aided

Paramount believes that many of the factors involved in the DeMille production's presentation, such as the manner in which it has inspired exhibitors to work, the interest in motion pictures it has reawakened in large segments of the population, and the friends it is making for other films, demonstrate that "The Ten Commandments" is good for the entire industry.

It could be argued, even, that it is helping solve the product shortage for it is a certainty that the theatres playing it will be removed from the competitive film buying scene for unusually long periods of time.

Hint Passed to Others

One Paramount official remarked he hoped other companies would invest \$10,000,000 to \$12,000,000 in single productions, too, on the theory that the benefits to the industry would be the more widespread.

If they did, it would without doubt be a new type of film business, one in which many exhibitors will have been initiated by "The Ten Commandments."

(Continued from page 1)

being distributed physically through the facilities of Films Inc., a subsidiary of Encyclopaedia Britannica. Any installation booking eight or more CinemaScope films at one time for showing within a year can acquire a new Superama "16" at 50 per cent off the original price of \$169.50 for the dual purpose anamorphic lens with an aspect ratio of 2.66 to 1, according to Films Inc.

Memphis Censor

(Continued from page 1)

tures by myself," Mrs. Edwards said. "I don't know about the legality of it, and I would welcome a court test. But I have to call them as my conscience sees it."

Informed of the action of the Memphis censor chairman in banning "The Delinquents," a spokesman at United Artists' home office in New York said that the film has a Production Code Seal and has been given a "B" rating by the Legion of Decency.

Offer 2 Campaigns To Promote 'James'

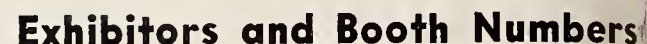
The presentation of two separate advertising campaigns designed to meet the local requirements of all exhibitors, is incorporated in 20th Century-Fox's campaign manual on "The True Story of Jesse James," currently being distributed. Available to exhibitors is a "Big Action" campaign emphasizing high adventure, thrills and excitement. The other choice is a "Big Look" campaign for showmen who want to exploit the CinemaScope attraction as an important dramatic western with considerable emotional appeal.



Any way you look at it...

50% of The Saturday Evening Post's millions of readers are under 35 years old — and a half of these are under 20! Is your advertising reaching this prime motion-picture audience? (Each year, Hollywood films more features from the Post than from any other magazine!)

Trade Show Directory of the National Allied Drive-In Theatre Convention at the Netherland Hilton Hotel in Cincinnati, January 29-31



434—Doc Faige & Associates, New York City

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CERTAINLY
SEES THE
DIFFERENCE!

EXTRA LIGHT for your
**WIDE-SCREEN
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NATIONAL
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NATIONAL High-Intensity Projector Carbons

10 mm. x 20"

**11% more light
20% slower burning**

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Look to NATIONAL CARBON for leadership
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In the THEATRE EQUIPMENT and Refreshment WORLD . . .

... with RAY GALLO

THE Strong Electric Corp., Toledo, will show its new "U-H-I" ultra high intensity projection arc lamp for the first time at the trade show of the National Allied Drive-In Theatre Convention getting underway in Cincinnati tomorrow. The new lamp (shown in photo) accommodates a 20-inch carbon trim in all sizes, 9mm through 13.6mm inclusive. There are many special features, including a beam shaper lens provided for use with the 13.6mm trim lamps designed to pattern the spot light to the particular size and shape of the



aperture. The mirror has been integrated with a rear lamphouse door which swings completely out of the way to facilitate retrimming and permit quick cleaning of the lamphouse. There is also a built-in Expello exhaust system, designed to cool the rear of the reflector, which permits use of the newly developed "cold" reflectors which allow unwanted heat energy to pass through the mirror instead of being reflected to the aperture.

The Ballantyne Co., Omaha, has announced several advancements in its "A" and "Q" series "Dub'l Cone" and the "E" series single cone in-car speakers. They include a reinforced grill in the speaker housing to enhance the appearance and reduce the possibility of vandalism. In addition, on the inside of the front of the speaker housing, bosses have been in-

corporated in addition to positioning pins to prevent the speaker unit from getting out of alignment. On the "A" series a perforated aluminum screen guard has been made a part of the outer cone. Aluminum screen guards are also available for the "Q" and "E" series speakers.

Restyling and redesigning—inside and out—of its "Sani-Dry" line of electric hand and hair dryers for wash-rooms is announced by the Chicago Hardware Foundry Co. of North Chicago. It is produced in five different models now in production. There is a new wall model hand or hair dryer; semi-recessed hand or hair dryer and pedestal mounting of the No. 12 hand dryers.

Two new carbons have been announced by the Lorraine Orlux Carbon Co. for the new reflector lamps designed for use of 13.6mm positives, at 135 to 165 amperes. They are Orlux 13.6mm x 18-inch Grade 552-09, and 13.6mm x 20-inch Grade 553-01, both inner-serrated; and Orlux negatives in two diameters, 7/16- and 1/2-inch, in 9-inch lengths and Grade 555C. According to Ed Lachman, head of Carbons, Inc., Boonton, N. J., distributors of Lorraine projection carbons, the new carbons have been in development and on test with several large circuits and lamp manufacturers for over a year, in anticipation of increased picture sizes at drive-ins and also of extended use of wide-film techniques.

The "Hi-Ball Mark III" is the name of a novel luminous device to attract attention along highways or to the refreshment stand of drive-ins during intermissions. It has been marketed by the Trippe Manufacturing Co., Chicago, and is a revolving illuminated ball which shows clear, blue green and amber in rapid succession (too rapid to be mistaken for a traffic light) through a complete circle. Operation is by a continuous-duty motor which the manufacturer states will function reliably at temperatures between 45° below zero to 125° above.

Vending machines of new design have been added to the line of Rowe Manufacturing Co., New York, for hot food, coffee, cold drinks, pastry and candy. Of "showcase" styling, these together with the Rowe "Ambassador" cigarette machine, can be used side-by-side in any combination as a multiple vending "unit," or individually. Also featured in the 1957 Rowe line is a new compact 20-column, 700-pack cigarette vending machine, called "The Twenty-700."

Drive-In Meet on Tomorrow

(Continued from page 1)

Sindlinger, Ridley Park, Pa., president of Sindlinger and Co., Inc. He will reveal statistics on drive-in theatres and point to trends in the industry in the first business session on Tuesday.

Introductions will be by Horace Adams, Cleveland, president of Independent Theatre Owners of Ohio.

On Tuesday evening the Variety Club will hold open house, and there will be a screening of Paramount's "Funny Face."

Hugh McLachlin, member of the equipment standardization committee and a technical advisor to the industry, will speak Wednesday at 2 P.M. on "What's New on Drive-in Equipment."

Film clinics will also be held on Wednesday with separate meetings for large city and small town operators

and convention delegates then move to the Beverly Hills Country Club for dinner and entertainment sponsored by the Pepsi Cola Co.

"Concession operation and management" will be topics for Thursday. Speakers will be Spiro J. Papas, executive vice-president of Allied Amusement Corp. of Chicago, Dr. Marvin Sandorf, Indianapolis.

Abram F. Myers will speak Thursday on "the latest information regarding prospects for further reduction of the excise taxes for drive-ins and lowering of the income tax rate on the first \$25,000 of corporate earnings."

The annual banquet, sponsored by Coca-Cola, will be at the Sheraton Gibson Hotel's roof garden on Thursday night.

Convention headquarters is at 12 Central Parkway.

Reaction to French Color Newsreel Good

By HENRY KAHN

PARIS, Jan. 27—Exhibitors here are enthusiastic about the first all-color newsreel released recently by the Actualites Francaises. The film, unlike a special project made weeks in advance and limited to features, offered news stories that were topical.

Exhibitors' general opinion is that color news films can help fight the growing threat of television. But unfortunately, it will not be possible for the Actualites Francaises to continue as the cost of color news film is three times that of black and white. Exhibitors cannot afford to pay this and since the prices of seats are blocked, the arrangement would prove uneconomic.

Further, the industry does not want to increase seat prices now. Current prices are rising and there is a real fear that attendances, which lag behind other countries, would drop still further.

New Firm Will Produce 6 Films in Florida

Formation of Adirolf Productions to produce six features in Florida has been announced by co-producers Gus August and Arthur Davis. Each film will be budgeted around \$75,000.

Release will be through states rights channels. First titles announced are: "Swamp Angel," starring Dixie Evans, and "Calypso Around the Clock," starring Dorothy Anderson.

Klein Installed

(Continued from page 1)

was presented this year to Martin Rowley by his wife. He coordinated the national convention held here in New York last spring.

International chief barker John Rowley spoke at the luncheon of various tents he has visited since leaving office and told of the organization's film, "Heart of Show Business." He said there soon would be definite distribution plans on the film, which is the work of Variety Clubs, which features many stars. Rowley said the national convention would be held this year in New Orleans and London in 1958.

Among those sitting on the board were Bower, Levine, Rowley, Klein, Hoffberg, Edward Lachman, Ira Meinhardt, actor John Cassavese and actress Roxanne.

3-Day 'Hymn' Affair

MARIETTA, Ohio, Jan. 27.—Activities extending into three days here have been tentatively scheduled for the world premiere of Universal-International's "Battle Hymn," which will be shown simultaneously Feb. 14 at the Ohio, Colony and Putnam Theatres here.

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NEWLY DEVELOPED Lorraine Orlux Carbon PAIRINGS
FOR NEW MIRROR REFLECTOR LAMPS REQUIRING FROM
135 to 165 AMPERES . . . FOR DETAILS SEE "Ed Lachman"

CARBONS, INC. • BOONTON, N. J.

Notices by RKO Given Friday

(Continued from page 1)

Harry Gittleson, Western sales manager Herb Greenblatt and Eastern manager Nat Levy.

In the field, eight district managers and 32 branch managers received notices along with those sent to film editors, bookers, office workers, finance employees and others. Dismissal notices are: L. S. Gruenberg, New York; R. J. Folliard, Washington; H. Taylor, Cleveland; David H. Atlanta; S. M. Sachs, Dallas; J. Forelick, Chicago; J. H. McNamara, Los Angeles, and A. L. Koltz, New York.

32 branch cities are Albany, Atlanta, Boston, Buffalo, Charlotte, Cincinnati, Cleveland, Dallas, Des Moines, Detroit, Indianapolis, Jacksonville, Kansas City, Los Angeles, Memphis, Milwaukee, Minneapolis, New Haven, New Orleans, New York, Oklahoma City, Philadelphia, Pittsburgh, Portland, St. Louis, Salt Lake City, San Francisco, Seattle and Washington.

In addition, dismissals at the company's Hollywood studio, which have been under way for some time, were to be continuing.

RKO Radio has made no statement on the number of employees dismissed. Official estimates were that there were 500 from the exchanges; at least 100 from the home office and several from the studio. The RKO foreign department is unaffected.

Most of the company's film exchange buildings are on lease and will be retained at full rentals until they expire. The company's home of-

fice occupies four and one-half floors in the Americas Building in Rockefeller Center. It was felt that a minimum of two and one-half floors will not be needed after this week.

Negotiations by which Empire-Universal may take over RKO Radio selling and distribution in Canada are continuing and if an agreement is reached the six exchanges RKO operates in the Dominion would also be closed.

Many long-time employees of RKO were among those receiving dismissal notices on Friday. Typical of the latter was Leon Bamberger, with more than 40 years experience in the industry in all branches of distribution and sales promotion, exhibitor relations and other executive capacities. He joined RKO in 1932.

Severance pay to such veterans and hundreds of other employees eligible to receive it was estimated to amount to more than \$1,000,000, although no official statement on the subject was available from the company.

Memphis Exchange Closing

MEMPHIS, Jan. 27. — RKO will close its exchange here Feb. 8 as a result of the national deal under which Universal-International will take over RKO's distribution. R. V. Reagan, branch manager for RKO, has announced.

Fred Curd, office manager of RKO, will go to Universal, Dick Settoon, branch manager of Universal, has reported. The fate of other RKO employees was not announced.

Montague

(Continued from page 1)

of domestic and foreign matters, Johnston said. Johnston presented a report on national and local legislative matters which concern the industry. He reported on foreign matters in India, Japan and the Philippines. He expressed a hope that the matters could be resolved in the next 90 days.

Frank Freeman Heard

Frank Freeman, vice-president of Mount Pictures, appealed to the board for an annual \$50,000 in contributions by the company to the Academy of Motion Picture Arts & Sciences, of which he is chairman. The companies, which currently contribute \$100,000 annually to the Academy, took the matter under consideration, the MPAA representative said.

MPAA Bd. Membership Undergoes Realignment

The board of the Motion Picture Association of America, at a meeting held here on Friday, realigned its membership makeup to conform with company executive changes, it was announced by president Eric Johnston.

The MPAA board accepted with regret the resignation of Nicholas M. Schenck, representing Loew's Inc., who has served as a director since Oct. 18, 1927. Elected as new board members to represent Loew's Inc., were Joseph R. Vogel, president, and Benjamin Melniker, vice-president and general counsel, of Loew's Inc.

Following Vogel's election, Johnston, with the approval of the board, appointed the head of Loew's to serve on the executive committee of the board of directors.

The death of Jack Cohn of Columbia Pictures brought a new alignment of board representation for that company. A. Schneider, first vice-president and treasurer of Columbia and continuing member of the MPAA board, was appointed by Johnston, with board approval, to serve on the executive committee of the board of directors. A. Montague, vice-president and general sales manager of Columbia, was elected to the MPAA board.

Television Today

IN OUR VIEW

ABC-TELEVISION has been quite energetically engaged over a long period, naturally, in promoting the use of the facilities of the network by the advertising fraternity on behalf of its sundry clients. Now from the network comes a brochure of striking physical appearance, of eye-catching appeal and laden with informative statistics and like material quite reasonably calculated to impress the potential user of the network.

A word of laudation is due Jack Singer and Ridgway Hughes, gentlemen with whom we are personally unfamiliar but whose abilities in the direction of the preparation of what the trade calls "presentations" are obviously of the highest order. It is true, naturally enough, that this brochure is concerned to a large extent with the virtues, advantages and superiority of the ABC Television Network, as opposed to other competitive facilities. That is all right and proper. But at the same time, the material contained has many initial references to the whole of network television, regardless of specific network.

The authors of the presentation have come up with a newly minted word. It is "Motivation," which they call the "last word in marketing" and which they define as "the science of creating desire." They compare the word with the well known "automation," defined as the "science of production." They call it a "vital sales force that transforms TV viewers into doers."

They point out the tremendous influence of TV on family life, citing the fact, for example, that the average TV home spends five hours and 26 minutes daily watching TV, more time than is devoted to any other single activity, except sleeping and working. TV, it is also pointed out, permits a company to communicate with the public in a way impossible through any other media. Companies become personalized and humanized through the TV approach.

The one factor, however, which the brochure does not emphasize, for which lack it is not here criticized, is that these measures of impact, of strength and of effect make all the more important television's responsibility. That responsibility takes diverse forms, but is predicated upon one single basic conception: the public must never be "let down" by a medium in which it obviously places so much reliance.

—Charles S. Aaronson

FCC Pay-TV Edict Delayed

From THE DAILY Bureau

WASHINGTON, Jan. 27.—A Federal Communications Commission decision on subscription television has faded again further into the distance.

Predicted for March

Commission members said they thought it would now be sometime in March before they got around to deciding what to do about the controversial problem. Previously, they had expected to reach it late this month.

Publicity Committee For Emmy Shows Set

The Academy of Television Arts and Sciences has formed an advisory Publicity Committee of top men in the field of press and promotion to handle the "Emmy" nominations and awards colorcasts on February 16 and March 16.

Appointed to join forces with permanent Committee members Syd Eiges, NBC Press, Larry Lowenstein, CBS Press, Mike Foster, ABC Press and Hal Davis, Grey Advertising are George Ettinger, CBS, Steve Strassberg, ABC, Dave Gordon and Don Garrett, of Screen Gems and David O. Alber of David O. Alber Associates.

Plans are Varied

Committee plans call for interviews with nominees and award winners, features on Academy Workshop, Library and Forum activities, and production details on the TV Award Spectaculars.

'Rocket' Gets Record

National Telefilm Associates has established a new sales record for its "Rocket 86" package of feature motion pictures, Harold Goldman, NTA vice-president in charge of sales has announced. In distribution for only one month, the new package, which includes 78 Twentieth Century-Fox films, has been sold in 49 television markets in the United States.

FILM COSTS SLASHED!

Guaranteed RAPIDWELD process restores used, worn film, removes scratches — RAPIDTREAT protects new film.

Add hundreds of showings to any film! Cut costs drastically!

See how Rapid's unusual low cost saves thousands of film dollars for top-name clients — and precious hundreds for smaller accounts. Send for VALUABLE informative booklet ON FILM CARE.

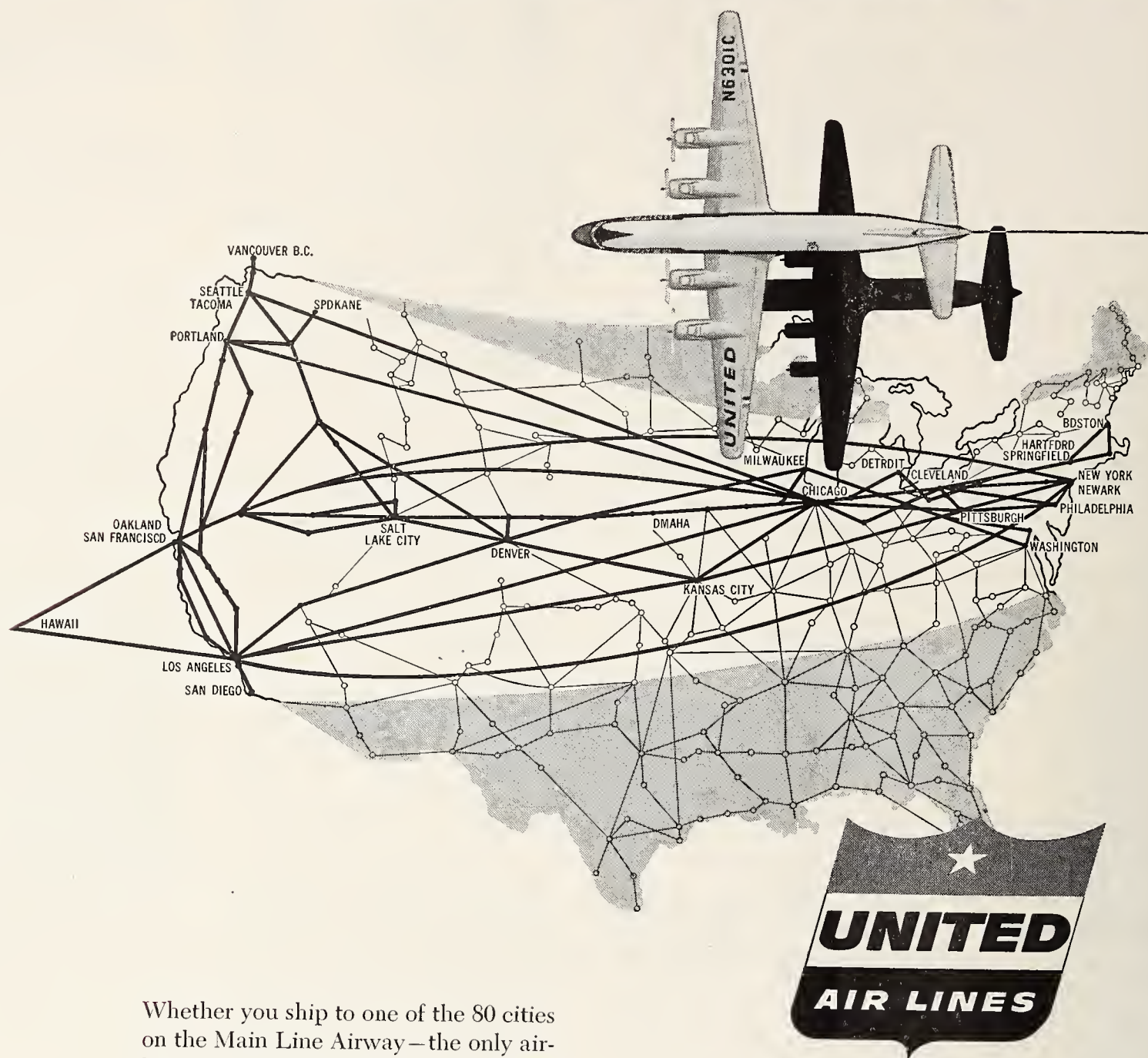
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Rapid FILM TECHNIQUE, INC.

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Examples of United's low Air Freight rates

	per 100 pounds*
CHICAGO to CLEVELAND	\$4.78
NEW YORK to DETROIT	\$5.90
DENVER to OMAHA	\$6.42
SEATTLE to LOS ANGELES	\$9.80
PHILADELPHIA to PORTLAND	\$24.15
SAN FRANCISCO to BOSTON	\$27.00

*These are the rates for many commodities. They are often lower for larger shipments. Rates shown are for information only, are subject to change, and do not include the 3% federal tax on domestic shipments.

SHIP FAST . . . SHIP SURE . . . SHIP UNITED

MOTION PICTURE DAILY

51, NO. 20

NEW YORK, U.S.A., TUESDAY, JANUARY 29, 1957

TEN CENTS

Convention Today

Trade Policies Lead Allied Board Agenda

Meeting Is Slated Drive-in Conclave

By RAY GALLO

CINNATI, Jan. 28. — Trade executives, product, selling policies and election of officers will highlight agenda of the two-day Allied Association board of directors to be held at the Terrace Hotel here following conclusion of drive-in convention here on day.

Drive-in convention convenes at the Terrace Hilton Hotel here at tomorrow.

to the directors meeting, the (Continued on page 2)

American State Drops Proposed Special Tax

Special to THE DAILY

SAN FRANCISCO CITY, Jan. 28.—Northern California, Mexico's youngest state will not impose a special five percent tax on all motion pictures exhibited there after all, it has been decided here. Governor Braulia Malvar has wired the National Cinematographic Industry Chamber that (Continued on page 2)

Training Program for Projection Information

Methods whereby the Projectionist Education Committee of the Society of Motion Picture and Television Engineers will inform projectionists of developments in the industry and help to increase their knowledge of projection techniques were outlined (Continued on page 4)

Television Today

Page
4

To Speed Up 35mm CS Release

'South Pacific' Road Show Restricted to Eight Months

By JAMES D. IVERS

Road show runs of "South Pacific," third picture in the Todd-AO process and the second to be released by Magna Theatre Corp., will be limited to about eight months and the general release of the picture in 35mm Cinema-Scope will be speeded up, according to E. K. (Ted) O'Shea, vice-president of Magna in charge of sales.

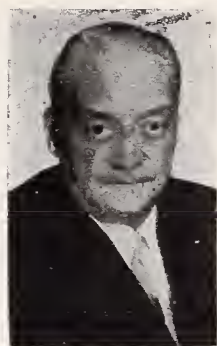
Stellings Here for Special TOA Meeting

Theatre Owners of America's top executives will hold a "kitchen cabinet" meeting here this week to formulate a platform on arbitration, to further efforts to retain an executive director, and to discuss the industry's business building programs, according to Ernest Stellings, president, who (Continued on page 2)

'57 Film Prospect Good, Financial Survey Finds

Noting that "moderate recoveries" already have been made in theatre attendance, Standard & Poor's current analysis of amusement industry prospects affecting company securities, reports "better results in the offing."

"Production of feature motion pictures (Continued on page 4)



E. K. O'Shea

interest in the picture while it is at its peak. In support of this theory he cited the fact that "Oklahoma!" in the closing week of almost every run climbed to a gross almost equal to its opening week total. The picture, in a little over 14 months, has played (Continued on page 3)

Texas Drive-In Exhibitor Notifies Loew's He Will Seek Nomination for Directorship

Jack A. Farr, owner of two Texas drive-in theatres and a stockholder in Loew's Inc., has notified the latter that he intends to place his name in nomination for a company directorship and seek stockholder support at the annual meeting here on Feb. 28.

In a letter addressed to Irving H. Greenfield, Loew's secretary, Farr writes: "As a stockholder in Loew's I wish to place my name as a nominee in the election to the board of directors of the company. If I am elected, I will expect the remuneration of \$1.00 per year, plus traveling expenses. I am asking all stockholders who will vote in my favor to mail their proxy to me and I will attend said meeting with proxies in hand."

Farr said that his intention has been filed with the Securities and Exchange Commission and that he has notified Wall Street sources and the press of them also. The exhibitor owns the Trail Drive-in Theatre in Houston and the Skyway Drive-in Theatre in Bryan, Tex.

According to Greenfield, Farr's letter was not received as of late yesterday afternoon.

Loew's management and a stockholder faction represented by Joseph Tomlinson recently agreed on a 13-man board of directors which will be submitted to the annual meeting. The slate reportedly has the backing of most large stockholders of the company.

For 53 Weeks

Univ. Annual Earnings Are \$3,993,146

Amount to \$4.06 Per on 927,254 Stock Shares

Consolidated net earnings of Universal Pictures Co., Inc., for the year (53 weeks) ended November 3, 1956, were \$3,993,146, it was reported yesterday in the company's annual report to stockholders. This amount was after provision of \$2,880,000 for Federal taxes on income and compares with consolidated net earnings for the preceding year (52 weeks) to October 29, 1955, of \$4,018,625, after provision of \$3,960,000 for Federal taxes on income.

After dividends on the preferred stock, consolidated net earnings in the 1956 period amounted to \$4.06 per share on the 927,254 shares of common (Continued on page 4)

Uncertain Future Faces North Central Allied

Special to THE DAILY

MINNEAPOLIS, Jan. 28. — Film Row here is speculating whether or not North Central Allied, traditionally one of the staunchest supporters of national Allied States, will be able to survive the internal differences which have some members meeting individually in "rump" groups; others withholding dues payments and the organization itself suspending dues to national Allied until the local convention (Continued on page 2)

Academy Foreign-Film Nominations on Feb. 4

From THE DAILY Bureau

HOLLYWOOD, Jan. 28.—Foreign-language films nominated for Academy Award, by a special foreign-language film committee appointed by the Academy governors, will be announced on Feb. 4, two weeks before complete nominations are to be announced, the Academy disclosed today. The committee will have viewed (Continued on page 4)

PERSONAL MENTION

GEORGE P. SKOURAS, president of Magna Theatre Corp., and **RAYMOND V. WEMPLE**, vice-president of United Artists Theatre Circuit, left here by plane last night for Rome to attend the European premiere there on Thursday of "Oklahoma!"

JERRY PICKMAN, Paramount Film Distributing Corp., vice-president, is in Boston today from New York.

ROGER H. LEWIS, United Artists national director of advertising-publicity, has returned to New York following a series of regional conferences.

ARTHUR ISRAEL, Paramount Pictures assistant secretary, is in Hollywood from New York.

A. W. SCHWALBERG, president of Artists-Producers Associates, is in Cincinnati, from New York.

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and **BERNARD LEVY**, his assistant, are in Detroit from New York.

GEORGE SCHUR, Paramount branch operations executive, will leave New York by plane today for Milwaukee.

BELITA will return to London today from New York via B.O.A.C.

North Central Allied

(Continued from page 1)

in April decides whether the organization will continue as an Allied member.

Presumably the same convention will decide whether NCA is to continue in existence. National Allied lost another of its oldest regional organizations several months ago when Eastern Pennsylvania Allied went out of existence.

Benjamin Berger, president of NCA for the past 11 years, has refused to continue in the post. However, he is urging the organization not to disband, saying he will continue to support any new administration that is chosen, even if NCA withdraws from Allied.

The organizational difficulties stemmed from non-payment of dues by many theatres; dissatisfaction with Berger's "fire-eating" policies, and alleged declining value of the organization to city theatre owners under current economic conditions.

Stanley Kane is executive secretary of NCA.

Allied Board Agenda Set

(Continued from page 1)

Emergency Defense Committee will meet. This conclave is scheduled for Thursday morning and will be presided over by chairman **Jack Kirsch**.

The Allied board is composed of **Nathan Yamins**, **Norman Bialek**, **Irv-ing Dollinger**, **C. Elmer Nolte**, **Morris Finkel**, **Horace Adams**, **Roy Kalver**, **A. N. Beezley**, **Abe Berenson**, **Kirsch**, **S. J. Goldberg**, **Leo F. Wolcott**, **Rube Shor**, president, **Benjamin Berger**, **H. A. Cole**, **Beverly Miller**, **A. B. Jefferis**, **D. F. Blissard**, **B. J. McKenna** and **Abram F. Myers**, board chairman and general counsel. It will appoint a nominating committee to select a slate of officers for the coming term.

The board and new officers will appoint or re-appoint other standing committees during the two-day meeting. Among the candidates for the Allied presidency, as successor to **Shor**, are such exhibition leaders as **Berenson**, **Kalver**, **Adams** and **Julius Gordon**, secretary.

Arbitration to Be Discussed

Among the topics on the agenda of the board meeting are arbitration and joint cooperation with Theatre Owners of America in addition to a number of items put over from the Allied convention in Dallas in November.

Following the Dallas meeting, **Shor** named **Myers**, **Berenson** and himself as the group's committee on arbitration. However, since last November, the committee's progress in formulating a platform has been slow, and they have not as yet sat down with TOA

to combine efforts on arbitration.

Other matters which the board will take up include the retention of a public relations counsel, which has been investigated by **Sidney Stern**, president of Allied Theatre Owners of New Jersey; the selection of a 1957 convention city; meetings with distributors on sales policies, print shortages and clearances between theatre and television films; the **Tudor Pictures** production plans which call for exhibitors to buy the product on a "play or pay" basis, urging TOA to appoint a successor to the late **Alfred Starr** as co-chairman of the Committee Against Pay-As-You-See Television, and meetings with Council of Motion Picture Organizations' officials concerning a re-affiliation.

Ten on the Committee

The Allied nomination committee consists of chairman **Trueman T. Rembusch**, **Nathan Yamins**, **Berger**, **Adams**, **Nolte**, **Miller**, **Blissard**, **Jefferis**, **McKenna**, and **Leo Wolcott**. The finance committee consists of chairman **Finkel**, **Dollinger**, **Kirsch**, **Gordon**, **Kalver**, **Berenson**, **Goldberg**, **Milton London**, **E. L. Ornstein**, and **Neil Beezley**. The caravan committee consists of **Leo T. Jones**, **Rembusch**, **Fred Harpst** and **Elmer Huhnke**. The COMPO representation group, dependent on whether Allied resumes its charter membership, consists of **Berenson**, **Berger**, **Cole**, **Leon Back**, **Rembusch**, **Wilbur Snaper**, **Yamins** and **Ben Marcus**.

Lapidus Will Preside At WB Meet Today

PHILADELPHIA, Jan. 28. — **Jules Lapidus**, Warner Bros. Eastern and Canadian division sales manager, will preside over a two-day sales conference of the company's key distribution personnel of the Eastern and Central districts beginning tomorrow, at the Warwick Hotel here. The conference follows last week's meeting of the company's district managers held by general sales manager **Roy Haines** at the Warner home office.

Home office executives attending include general sales manager **Roy Haines**; **Norman H. Moray**, short subjects sales manager; **Larry Leshansky**, supervisor of exchanges, and **Robert A. McGuire**, auditor of exchanges.

Greenthal Signed

The **Monroe Greenthal** Agency has been appointed to handle advertising campaigns for three forthcoming Walt Disney feature productions, scheduled for release by Buena Vista during 1957. The films are "Johnny Tremain," "Perri" and "Old Yeller."

Dismiss Anti-Trust Suit Of Symphony Theatre

An anti-trust suit involving more than a million dollars filed here by Westway Theatres, Inc., operators of the Symphony Theatre in upper Manhattan, against Twentieth Century-Fox was dismissed yesterday by Federal Judge **Solomon**. The suit had charged that after the plaintiff took over the theatre Fox had refused to give it first-run availability in that neighborhood.

In the meantime, action was taken yesterday in a second anti-trust suit filed by Westway against RKO Theatres and Skouras Theatres, asking damages of \$1,500,000. Judge **Palmiere** yesterday ruled that unless the plaintiff served answer to interrogatories of the defendants by Feb. 1, the action will also be dismissed.

'Gun' Saturation Set

Universal-International's "Gun for a Coward," starring **Fred MacMurray** and **Jeffrey Hunter**, will have a series of territorial saturation openings out of the Atlanta, Charlotte, Jacksonville and Memphis exchanges starting at the Atlanta Paramount tomorrow.

Stellings Here

(Continued from page 1)

arrived here yesterday from Charlotte, N. C.

Stellings, who plans to be in New York for the week, said he proposes meet with "some distributors" to discuss industry affairs and to take "personal business." He said that TOA executives with whom he will meet include **Walter Reade, Jr.**, **Bert M. Pickus**, **George Kerasot**, **Herman M. Levy** and **Joseph G. Lerman**.

Pleased by 'Sweeps' Progress

The TOA president said he plans to attend the joint industry business building meeting at the Park Sheraton Hotel here last night. He expressed "deep satisfaction" that the machine is in work to launch the Academy Awards Sweepstakes within the next few weeks and said he hopes that other facets of the business building program will start moving very soon.

Stellings said he proposes to hold press meeting later this week. He said that he will talk with **Levy** and **Reade** about their search for an executive director and "will closely watch the meeting of Allied States Association in Cincinnati this week in regard to any action on arbitration."

Mexican Tax

(Continued from page 1)

the levy will not be enforced but that a tax will be placed on ambulatory 16mm theatres in the Tijuana area.

The proposed general tax has caused distributors to suspend sending their films to the region. It would be applied to theatres of all types through the states.

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outh Pacific'

(Continued from page 1)

heatres in the U.S. and Canada is still playing in seven of these tions.

ie company hopes to have "South ic" ready for release by the end 1957. George Skouras, president Magna, and A. E. Bollengier, urer, left New York for Holly- l last week to complete arrange- s for the production with rep- itatives of Rodgers & Hammer- who will produce. The picture be shot on location in the South and will star Rossano Brazzi.

Gives Figures on 'Oklahoma'

an example of the holding er of "Oklahoma", O'Shea cited fact that at the Coronet Theatre an Francisco, several miles from downtown area, the picture ed at \$24,735 for the first week, ed 12 weeks at an average of 000, grossed \$11,900 in its 43rd k and closed at \$10,000 in its week. At the McVickers in Chi- the picture was shown for 46 ks and grossed \$20,194 in its week.

t the Lyric in Indianapolis it sed \$13,899 in its first week and 446 in its 19th week. At the vn in Louisville it grossed \$11,390 six days of the 19th week, the l biggest week of the run. In auaukee at the Strand the last k's figure was \$13,066, \$4,000 er than the best of the run. In onto where it is still playing in 39th week, the gross for the 36th k, the week after New Year's, the third biggest of the run.

Rivoli Here Set Mark

he longest run was at the Rivoli New York, 51 weeks. a similar story is being built in picture's foreign runs. In London, ere the CinemaScope version ved 8 weeks at the Leicester are and then moved to the rble Arch, its 19th and 20th weeks e almost equal to the first week's ss. Its only foreign showing in ld AO—two openings in Japan—howing a like record. At the new ma Stadium in Tokyo it grossed 1,794 in its first week and \$14,642 its second week. At the Umeda ma in Osaka the first two weeks araged over \$14,000.

In Rome This Week

According to Albert Leonard, head foreign distribution, the only other eign showings in Todd-AO now eduled will be at the Adriano in me, January 31, the Apollo in neva in March and three dates in rmany—in Hamburg, Munich and nover. He is negotiating for open- gs in Paris and in North Africa.

chupper Services

Memorial services for Jacob B. hupper, founder of the Raytone reen Corp., Brooklyn, N. Y., who ed in Miami last week, were held the Riverside Memorial Chapel in ooklyn.

Must Hike Admission To Stay Open: Taylor

Special to THE DAILY

TORONTO, Jan. 28 — A leading Canadian exhibitor has told his fellow exhibitors admission prices should be increased "if we are going to stay in business." Nathan A. Taylor, president of Twinex Century Theatres Corp., Ltd., operators of over 60 theatres in Ontario, said that "only the exceptional theatre can now depend for profit on a high regular weekly attendance."

"Admission scales must be geared to an average lower-percentage occupancy of rated seating capacity," he declared, adding "we must get more money per patron, per attendance."

Taylor argues that the average theatre-going patron can easily sit at home and get his entertainment and relaxation by watching TV when the weather turns bad. Theatres, he claims, "have failed to maintain a barrage of publicity directed at the potential movie-going public in order to keep them thinking about attending the movies."

Order Minimum Wage Increase in Minnesota

MINNEAPOLIS, Jan. 28 — The Minnesota industrial commission has ordered an increase in minimum wages paid to women and minors employed in the amusement industry which includes motion picture theatres, bowling alleys, amusement parks, etc. The ruling is effective Feb. 17.

The new order establishes an 85-cent per hour minimum for women and minors over 18 in cities of more than 25,000 population, 80 cents for cities between 2,500 and 25,000 and 75 cents in municipalities of 2,500 or less. A minimum of 75 cents across the board was set for minors under 18.

Form New Company In British Columbia

A new motion picture company, Amer-Can Ltd., has been incorporated in British Columbia under the "companies act" for the production of 35mm features and short subjects as well as 16mm programming for TV.

The first studio is being built in Blaine, Wash. George R. Borden, Jr. heads the board of directors. A Washington exhibitor, Borden is director of photography and a member of the IATSE.

Actor Eythe, 38

HOLLYWOOD, Jan. 28. — William Eythe, 38, actor-director, who made his screen debut with "The Ox-Bow Incident" in 1943, died here yesterday. He had recently returned from making travel films abroad. Among his pictures were "Song of Bernadette," "A Royal Scandal," and "House on 92nd Street." His mother, sister and brother survive.

'Jungle' Granted Permit By Italian Censor

Special to THE DAILY

ROME, Jan. 28—The *Affair Luce* has been quickly terminated with the issuance of an exhibition permit for "The Blackboard Jungle." Presumably the censorship division of the Direction General of Entertainment acted on high governmental instructions in holding up approval of the controversial MGM film until a new U.S. Ambassador arrived.

Arthur Loew Had Protested

In August, 1955, Clare Booth Luce, U.S. Ambassador to Italy until recently, left the Venice Film Festival in protest against a decision to show the film on juvenile delinquency in a New York school. The picture was not one nominated by the Motion Picture Association of America but had been specially selected by the Festival Committee.

At the time Arthur Loew sent a strong protest to the State Department deploring the action taken by Mrs. Luce. In explanation the State Department denied that the American Ambassador had attempted to bar the film but merely had said that if the picture were shown she would not attend the Venice Festival.

Observers in the trade expect the film to have considerable box office success not only on account of the publicity but also because of the appeal of the film's theme to Italian audiences.

NEWS ROUNDUP

RKO Clev. Exchange Closing

Closing of the RKO Radio Pictures exchange in Cleveland Feb. 1 will affect 13 employes, including some who have been with the company over 30 years. Among them are Arthur Goldsmith, salesman for 31 years; A. E. Braeunig, office manager and auditor, 33 years; John Sabat, head booker, 33 years, and Frank Belles, branch manager, 15 years.

'Battle Hymn' to Capitol

"Battle Hymn," Universal-International production in CinemaScope and Technicolor, will be the next film at the Capitol Theatre, following the current "Written on the Wind."

'War' Big in L. A.

United Artists' "Men in War" has grossed \$10,724 in the first three days of its world premiere engagement at the Fox Wilshire Theatre in Los Angeles. This figure places the Security Pictures' production in the category of such past UA successes at that theatre as "The African Queen" and "Moulin Rouge," according to the company. It started its engagement there Friday.

THE BIG ONES...

are in **LIFE**

ADVERTISED IN
LIFE

**THE BIG ONE
IN MOVIE SELLING**

LIFE's weekly audience is 26,450,000

Source: A Study of Four Media

Universal Earnings \$3,993,146

(Continued from page 1)

mon stock outstanding, excluding shares in the treasury of the company at Nov. 3, 1956. For the preceding year the earnings amounted to \$3.71 per share on 1,020,089 shares of common stock then outstanding, excluding shares in the treasury of the company at Oct. 29, 1955.

Film rentals and sales for the 1956 fiscal year were \$77,609,698, according to the company's report, as compared with \$77,520,857 for the previous fiscal year.

In a letter to stockholders accompanying the financial report, Milton Rackmil, president, said the company's subsidiary, United World Films, Inc., has "proved a valuable and profitable asset" providing income from the sale of "home movies and other films for non-theatrical exhibition." He also noted that income from the production of television commercials "continues to increase."

Universal has a backlog of 25 completed feature films, he reported, toward approximately 32 productions it plans to release during the current fiscal year. He made special mention of the fact that Universal has "no agreements with so-called independent producers" but "all of its photoplays are

produced by it and are fully owned by it."

In the past fiscal year Universal acquired 101,950 shares of its common stock, Rackmil said. It also acquired 2,300 shares of its preferred stock, 1,400 of which were retired during that year in anticipation of the March 15, 1958 sinking fund requirement. The remaining 900 shares, together with 500 shares acquired since Nov. 3, 1956, will be applied in anticipation of the March 15, 1959, sinking fund requirements. There remains, he said, 52,000 shares of preferred stock in the hands of the public.

Universal also issued a proxy statement yesterday stating the company's annual meeting of stockholders will be held at the New York offices of the company on March 13. Business will include the election of ten directors, action upon a resolution ratifying the selection of auditors and "other business."

Nominees for election as directors include N. J. Blumberg, Alfred E. Daff, Preston Davie, Albert A. Garthwaite, John J. O'Connor, Rackmil, Budd Rogers, Daniel M. Sheaffer, Harold I. Thorp and Samuel H. Valance.

'57 Prospect Projection

(Continued from page 1)

tures in 1957 is expected to be moderately larger than the 296 films released last year," the report states. "Including 34 reissues, total pictures released in 1956 amounted to 330, compared to 305 in the previous year, which included 20 reissues. Most producers are optimistic about 1957 prospects, basing their hopes on continuation of the moderate recovery in attendance which has been evident in recent months.

"Gains in foreign receipts are expected although television in Great Britain and strains on economic activity in Europe will be limiting factors. Exchange restrictions may cause a reduction in remittances from foreign subsidiaries despite the expected increase in profits."

"Theatre attendance in 1956," the report continues, "probably averaged slightly less than the 45.8 million customers per week of 1955. However, a recovery in admissions late in the year has continued in 1957.

"Both producers and theatres probably will experience year-to-year improvement in operating profits in 1957 over the reduced levels of 1956."

(Continued from page 1)

to the Society's board of governors late last week. The board's first meeting of the new year was held at the Engineers' Club here.

The projectionists' report was presented by committee chairman Ralph H. Heacock, theatre equipment product manager of the RCA Victor Division. He stated that "leading industry engineers will be invited to submit articles which deal with specific problems which projectionists must face with the new techniques. These articles will be carefully reviewed by the committee in order to insure factual, impartial information."

Trade Papers to Be Used

These articles will be printed in the quarterly Bulletin of the International Alliance of Theatrical Stage Employees and in industry trade papers, Heacock said. More detailed reprints might also be made available for distribution upon request.

'Oscar' Nominations

(Continued from page 1)

all films entered by foreign countries, and voted by secret ballot for five nominees, according to the announcement.

Advancing the announcement date will allow time for providing English sub-titles to the nominated films and will still allow ample time for Academy members to see the nominated pictures before the ballot deadline.

Other Academy nominations will be announced on Feb. 18 as previously stated.

Televisión Today

PASSING IN REVIEW....

TELEVISION, in just a few short years, has become the nation's most fervent observer of birthdays, anniversaries, plaque-giving amenities and ends-of-eras. With the confidence and wisdom that come only with youth, television can observe the end of an era even before that era has truly ended. Such was the case last Friday night on NBC-TV when Steve Allen and his big, talented crew went all dewy and sentimental as they marked the Last Roundup of their hitch on the week-night Tonight. Of course, it wasn't exactly as if Steve, Skitch, Eadie, Mrs. Sterling, Stanley Ferguson and all the rest, have been packed off to Oblivia. They turned up two nights later on Allen's Sunday night show, just as healthy and peppy as if no milestone whatsoever had been reached, and passed by.

Poses a Peep Into the Future

In years to come, when restless insomniacs gather and talk about the tranquilizers of times gone by, they may very well speak of the good old days and Allen's original Tonight show. By that time it will be known whether or not Steve (and NBC) made a wise move and whether or not Steve in a dress suit, in the formal confines of Sunday night, and his abilities as singer-dancer-actor were of more importance than he was as a rumped, irreverent and irrelevant emcee for the late-evening grab-bag just ended. By that time only will it be known whether Allen, by cutting down on his duties, did not also, paradoxically, spread his talents too thinly. Then there may be justification for the misty eye and frogged throat. In the meantime, both Tonight and Allen go on, in altered shapes and sizes.

Friend Atom Treated by Disney

There were two other highlights in the television week, both on ABC-TV. The first was Disneyland's Wednesday night salute to "Our Friend the Atom." This was a bright, informative and technically slick documentary, done in the same attractive style used by Disney for his "Victory Through Air Power" some years back, and will bear repetition not only on television but in schools and maybe even in theatres. The other ABC-TV delight was Sunday night's Omnibus, or at least that portion of the show devoted to the great days of burlesque. Bert Lahr was a hilarious parody of all other distinguished masters of ceremonies who have appeared on Omnibus, while the scenes he in-

Portable TV Projector For 'Big Pictures' Ready

PLEASANTVILLE, N. Y., Jan. 29.—A portable television projection system designed to throw large pictures on a wall-sized screen has been developed by General Precision Laboratories here. It is described as suitable for easy viewing of either closed-circuit or broadcast TV programs of special events.

Cataloged as Model PB-611A, the system has a newly designed optical system which increases light output over earlier designs, according to the announcement. It also asserts that bright television pictures can be projected on any size screen suitable for the premises from 6 feet up to 16 feet wide, "or even more."

MGM TV Heads Will Meet on Policy Today

M-G-M TV sales executives will meet here today and tomorrow to review the company's feature films sale policies and further activities of the department in the field, according to Charles (Bud) Barry, vice-president in charge of the company's television activities.

Barry, who returned to New York from Hollywood over the weekend, said the Loew's television group will discuss production plans at Culver City and, perhaps, in London.

Landau Conference

Ely A. Landau, president of National Telefilm Associates, will hold a press conference at 11 A.M. today at the Savoy Plaza Hotel here to announce the company's contractual agreements with sponsorship of product presented on the NTA Film Network, a subsidiary.

roduced were almost as funny as they were interesting in their documented detail. Despite their formidable setting, these scenes captured an amazing amount of the footloose quality of low comedy associated with—say—the heyday of Boston's Old Howard.

The live dramas of the week were principally concerned with Americana one way and another. The best of the lot was NBC-TV's Kraft Theatre presentation Wednesday night of Wendell Mayes "Most Blessed Woman," concerning the strange courtship by a mountaineer of a beautiful mute girl. In the wildest casting assignment of the year, Betsy Von Furstenburg was not only beautiful but extremely moving as the mute. Another noteworthy NBC-TV production was Robert Montgomery's Monday night (January 21) adaptation of the Floyd Collins story—one of the best Montgomery shows in months. The subsequent dramas of the week were neither here nor there.—V.C.

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Motion Picture Daily Feature Reviews

The Wings of Eagles

M-G-M

HOLLYWOOD, JAN. 28

HN FORD AND JOHN WAYNE, the sturdiest director-star combination in office history, have come up in this, their 10th picture together, with business bull's-eye. Their subject this time together is the life, works and writings of the late Commander Frank W. "Spig" Wead, who is edited with selling the Navy on the importance of air power and with advancing the successful idea of building small aircraft carriers to back up the big ones on the battle line, and who was personal friend and professional associate of director Ford and star Wayne in his Hollywood career. Working with this intimate story material, Director Ford, who brought Wead to Hollywood to write pictures—"Test Pilot," "They Were expendable," "Ceiling Zero," others—and Actor Wayne, who plays Wead in the picture, have achieved a fine production. It is sure to earn great losses.

Going along with Wayne as the central character is Dan Dailey, as service buddy whose encouragement sustains Wead through long hospitalization, a role most people are likely to consider Dailey's all-time best. Maureen O'Hara, as the wife he sends away when he believes himself facing permanent invalidism, gives a warm and credible portrayal in the relatively small space allotted to her in the by-no-means conventional Frank Fenton-William Wister Haines screenplay. Dailey and Miss O'Hara are co-starred with Wayne in the billing, properly and doubt profitably as concerns attendance totals. But Ward Bond, portraying a Hollywood producer named Dodge in the cast of characters but who was Ford in historical fact, Edmund Lowe, Henry 'Neill, Sig Ruman, Ken Curtis and Barry Kelley, among others, contribute abundantly to a big-scale presentation of a large-scale subject. Producer Charles Schnee, a past master of the art of combining the impact of the massive (in this case sea battles, for instance) with the appeal of emotional intimacies (unexpected homecoming of a seaman and children who have known him only as a figure in a newsreel) in a manner that betters both, has given full scope to action and to humor in this Metrocolor composition. His picture opens on a sequence of daredevilry, with Wayne stunting a plane against orders, and proceeds at brisk pace until family tragedy stops it dead.

Then it picks up slowly, gaining momentum and elaborating central characterizations, and is stopped again when Wayne, in a fall down stairs, is paralyzed from the neck down. It picks up again, more slowly, more firmly, as he fights to recover physical control, and comes to a crashing climax on the embattled aircraft carrier to whose command he has been recalled. It is an outstanding example of dramatic construction. Running time, 111 minutes. General classification. For February release.

WILLIAM R. WEAVER

Men in War

United Artists

HERE IS MUCH that is reminiscent but also a great deal that is fresh, provocative and sharply observed in this expert recounting of the quiet errors and tribulations of an isolated infantry platoon in Korea in 1950. Out of contact with battalion headquarters and in cautious retreat, the valiant little band led by its lieutenant, Robert Ryan, encounters snipers, mines, North Korean machine-gun nests. Above all, they must live with their own fears, their longings for home and girl. And they learn the hard way the disciplines, and the consolations, of camaraderie; teamwork and tolerance of each other's foibles; compassion and faith.

While the emphasis here is on action to a generous degree, Security Pictures, releasing through United Artists, has let stars Ryan and Aldo Ray, screen writer Philip Yordan and director Anthony Mann have pretty much their own way in their earnest individual attempts to inject artistry and psychological insights into a film that is obviously aimed at "succes d'estime" rather than popular values.

They have pretty well managed to please both audience categories, no mean feat these days, and there is much suspense and action combined with sensitive insight and sound character study. Ryan gives what well may be his best screen performance as the hard-bitten lieutenant whose crocodile hide and brusque, authoritative manner hide a

compassionate, disciplined, soldierly and essentially noble spirit. Aldo Ray is the sergeant who is trying to get his shell-shocked colonel, Robert Keith, to a hospital behind the lines. Ray conveys with feeling and truth the dog-like, duty-bound, father-son devotion of an NCO to his superior, and here shows himself, as he has in the past, a performer of stature. Phil Pine, Vic Morrow, Nehemiah Persoff, James Edwards, Al Q. Jones, Race Gentry, Scott Marlowe and others, offer sincere, starkly-etched portraits of soldiers in various stages of reaction to the horrors of Korean fighting. Sidney Harmon produced.

The evident craftsmanship and warm sincerity of Yordan's screenplay, the fine musical effects of Elmer Bernstein, and Ernest Haller's sharply-etched photographic nuances are other prime assets.

Running time, 104 minutes. General classification. For February release.

LAWRENCE J. QUIRK

The Happy Road

M-G-M

HOLLYWOOD, JAN. 28

GENE KELLY DANCES nary a step in this unique production, but as producer, director and principal star he has given it full benefit of his long and successful experience in the art of entertaining. The picture is artistic in the substantial sense of the word that means the direct opposite of art-y. There can be no question of its economic destiny in the art theatres, if that type of distribution is favored for it, and it might very well prove highly successful in the volume-patronage houses also.

Produced in France, from a screenplay by Arthur Julian, Joseph Morhaim and Harry Kurnitz, based on a story by Arthur Julian and Morhaim, the picture traces the amusing journey of a small boy and girl who run away from a boarding school and make their way to Paris. The boy, played by Bobby Clark, is seen as the young son of Kelly, an American business man setting up shop in Paris, and the girl, played by Brigitte Fossey, portrays the child of Barbara Laage, a young widow en route to Monte Carlo and marriage with a man who doesn't appear in the picture.

A dozen amusing incidents delay the children on their journey, the parents in their finding of the children, and the getting together of the four of them, in the happy ending. The high point may prove to be the turning out of the British Army in full force by a commandant, lampooned handsomely by Michael Redgrave, to locate the runaway children. But there are many high points in the script.

Running time, 99 minutes. General classification. Release date, not set.

W. R. W.

The Big Boodle

United Artists

HOLLYWOOD, JAN. 28

PRODUCED IN HAVANA, and with a story intimately concerned with that Cuban city, this melodrama starring Errol Flynn, with Pedro Armendariz, Rossana Rory and Gia Scala in principal support, owes much to its setting. The extremely involved screenplay by Jo Eisinger, from a novel by Robert Sylvester, keeps Flynn and the others moving from one intrinsically interesting Havana point-of-interest to another.

Produced by Lewis Blumberg and directed by Richard Wilson, the picture opens with Flynn, black-jack dealer at a Havana casino, finding himself in possession of counterfeit currency which he knows was given him by Miss Rory, whom he follows outside and confronts with the fact. He demands she pay off with genuine currency instead, which she refuses to do, denying the money is counterfeit.

Shortly afterward he is waylaid by sluggers who leave him unconscious, and shortly after that he is placed under arrest by Armendariz, local police chief, who charges him with acting for a counterfeit ring. From this interesting beginning the script takes off in several directions, opening many avenues of investigation and suspicion, and covering a wide variety of places in Havana.

Lee Garmes' long-experienced camera makes excellent capital of the city, which ought to have a bigger tourist trade as a result. Running time, 83 minutes. General classification. For January release.

W. R. W.

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STOCKHOLM AND MANY OTHER SPOTS LIKEWISE IT HAS SET ALLTIME
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81, NO. 21

NEW YORK, U.S.A., WEDNESDAY, JANUARY 30, 1957

TEN CENTS

Suras Optimistic

Divisions Big
50,000,000
th-FoxGross

ison Says Business January Jumps 22%

entieth Century-Fox, in the not
distant future, will be doing an
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ution schedule of more than 50
(Continued on page 2)

llinger Expects er of Problems

Special to THE DAILY
CINNATI, Jan. 29.—Albert E.
nger, market analyst, today ac-
the motion picture industry "by
urge" of going "out of its way
st full use of research and anal-
and of a "reluctance to substi-
ects for hunches."
aking before the Allied Drive-
(Continued on page 2)

television
Today Page
6

Sponsor Buys NTA Network

By LESTER DINOFF

The Warner-Lambert Pharmaceuti-
cal Co. has concluded a multi-million
dollar agreement with the NTA Film
Network for sponsorship of one hour
of time weekly over the 128 station
affiliates, it was announced here yes-
terday by Ely A. Landau, president
of National Telefilm Associates, Inc.,
the parent company.

Landau said that the contract calls
for Warner-Lambert to sponsor one
hour weekly of feature films over
the 128 stations for a firm 39 weeks
starting April 1, 1957, with options
running through 1959.

The exercise of all options by War-
(Continued on page 6)

B'nai B'rith to Honor DeMille at Luncheon

Cecil B. DeMille will be honored
at a special luncheon to be tendered
by the national administrative com-
mittee of B'nai B'rith at the Hotel As-
tor in New York Monday, Feb. 25.
New York's Cinema Lodge of B'nai
B'rith will be host at the affair, which
will honor the famed film-maker for
his production of "The Ten Com-
mandments." Philip M. Klutznick,
president of B'nai B'rith, will present
DeMille with a special statuette of
Moses.

CBS-TV Initiates Own TV-Film Production With Three Features Starting on Monday

From THE DAILY Bureau

HOLLYWOOD, Jan. 29—CBS-TV is initiating its own television feature
film production plans with three features slated to go before the cameras
on a consecutive shooting schedule starting on Feb. 4. Earmarked for "Play-
house 90" programs, the films will augment the "outside" commitment made
with Screen Gems for eight films scheduled to appear every fourth week on
this show, it was revealed by Alfred Scalpone, CBS vice-president in charge
network programs here.

Ralph Levy will produce-direct the first film, "Lone Woman," starring
Kathryn Grayson, Scott Brady and Vincent Price.

Helen Hayes will star in the second, "Carbine Webb and Four Sisters"
with Ralph Meeker, Katy Jurado and Janice Rule. Errol Flynn, Ann Sheridan,
John Ireland and Julie London make up top line cast for "Without Incident,"
third in the group, to be produced by Charles Marquis Warren.

Industry Committee Reports

Accord Reached On 3 Promotion Plans

Has Financing Proposal to Use \$50,000 Fund; Committees Prepare For Action

The industry's joint planning committee on business building has been pre-
sented with a proposal whereby an escrow fund of over \$50,000 in rentals
accumulated from distribution of 1950-51 institutional short subjects would
be utilized in launching the Academy
Awards Sweepstakes and other box
office building projects, it was learned
yesterday.

Brotherhood Week Kits Prepared

Distribution begins this week of
19,300 Brotherhood Week campaign
books and promotion kits to virtually
every exhibitor in the country, as well
as all exchange offices in 33 cities,
it was announced yesterday by Wil-
liam J. Heineman and Spyros S. Skou-
ras, Jr., national co-chairmen of the
1957 Brotherhood Drive.

The brochures, prepared by Jonas
Arnold, brotherhood special promo-
tion chairman, are being serviced to
theatre owners, managers and ex-
change officials by National Screen
Service.

Highlight of the Brotherhood Week
(Continued on page 2)

The disposition of the more than
\$50,000 fund was discussed at the
recent board of directors meeting of
the Motion Picture Association of
America and presented to the joint
planning committee by an MPAA
representative.

The committee has been meeting
at regular intervals to discuss the
merger of the business building pro-
grams proposed by the Council of
Motion Picture Organizations-Theatre
(Continued on page 6)

M. Goodman Columbia Foreign Sales Manager

Morris Goodman has been named
sales manager of Columbia Pictures
International Corp. by Lacy W. Kast-
ner, president of the Columbia
foreign distribution subsidiary.



Morris Goodman

Since late in
1955, Goodman
has been Kast-
ner's aide in
sales and dis-
tribution, with
his headquar-
ters in the home
office.

A former
president of Re-
public Internat-
ional, Goodman has been with
(Continued on page 2)



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PERSONAL MENTION

HOWARD DIETZ, M-G-M vice-president, arrived in Hollywood yesterday from New York.

NED S. SECKLER, RKO Radio supervisor for the Far East, will return to his Tokyo headquarters today following conferences at the home offices here.

AL FITTER, United Artists Western division manager, will leave here today for Chicago.

W. K. "TED" O'SHEA, vice-president of Magna Theatre Corp., has become a grandfather for the sixth time with the birth of a daughter—to be named **HALLE, Jr.**—to **MRS. TED O'SHEA, Jr.**, of Buffalo.

HELEN MORGAN, publicist, will leave here today via B.O.A.C. for Kuwait, in the Persian Gulf area.

BEN LORBER, insurance manager for Universal Pictures, has been elected president of the Jewish Community Council of Perth Amboy, N. J.

WILLIAM T. ORR, executive producer for Warner Brothers television films, has returned to the Burbank studios following a week of conferences here.

Brotherhood Week

(Continued from page 1)

effort will be a membership fund-raising drive covering theatre patrons, exhibitors, distributors, exchange staffs, salesmen, bookers, theatre personnel and vendors dealing with distributors and exhibitors.

Brotherhood Week will be observed February 17-24 and each participating theatre will designate a single day as collection day. The solicitation of contributions is being backed by a special Brotherhood newsreel starring Ed Sullivan. The publicity phase of the drive is being directed by Sidney Newman and Alfred H. Tamarin, national publicity co-chairmen.

'Giant' Opens on Circuit

"Giant," George Stevens production from the novel by Edna Ferber, for Warner Bros., opens today in approximately 80 theatres in the Greater New York area, including Manhattan, Bronx, Westchester County, Brooklyn and Queens. Picture will run in all houses for 11 days.

Skouras Sees 'Greatest Era' FCC Report on TV Due Mar.

(Continued from page 1)

pictures, "the largest number by any company since 1940."

These pictures, drawing their production talents from Hollywood's best, "will see the 20th Century-Fox star at its zenith and give an impressive array of quality production to the nation's theatres and their audiences. We have not the time to stand still. Our company is seeking out and will continue to search for talent and properties which will be instrumental in maintaining the highest entertainment standards."

The 20th-Fox head declared, "Our doors are open and we welcome top-flight craftsmen and independent producers who have good ideas and can make quality box office films." Indicative of the company's open door policy is a recent agreement with Regal Films for the production of 25 pictures which Fox is releasing.

Skouras also threw his support behind a renewed industry drive to re-open theatres and for the revival of

business in small towns and subsequent run situations, noting that "the impetus created by the production of many fine motion pictures coupled with the programming of old motion pictures on television is creating a steadily growing desire on the part of the public to see new and exciting motion pictures at theatres."

This trend, 20th's general sales manager Alex Harrison said, has resulted in a 22 per cent increase in business in the first four weeks of January as compared to the same period last year.

Skouras added, "We are making every effort to insure that this upsurge will continue and increase. To do this, we are marshalling our resources and are spending huge sums to develop new artists and techniques. We are working around the clock to meet the needs of these changing times. Only by these concerted efforts can motion pictures surge forward towards the greatest era of prosperity in its history."

Sindlinger

(Continued from page 1)

In Convention at the Netherland-Hilton Hotel here, Sindlinger, also said that "1957 is the year where the economics will force a separation of the boys from the men in the industry."

Television if properly used can be an excellent stimulus, he said, adding that it is serving as one right now in presenting old motion picture product. He said that the desire to go to motion pictures and see the new top quality product is brought about by the public's appetite being whetted by the old films on television.

Sindlinger urged the exhibitors to operate on the principal that proper analysis inspires and generates creativity and sharp showmanship. "Some of the boys may desire to continue to fly in the motion picture industry through their seat-of-the-pants feel and from their experience of another age. We have been around long enough to know that facts and figures aid one to feel with," he said.

Pennsylvania Senate Gets Censorship Bill

HARRISBURG, Pa., Jan. 29.—Five Senate Democrats have introduced legislation to re-establish film censorship in Pennsylvania. The bill, Senate Bill 67, is almost identical to one introduced in the waning days of the state legislature last year. Governor Leader has publicly called for re-establishment of censorship in the state.

Weather Delays Many Drive-In Meet Visitors

Special to THE DAILY

CINCINNATI, Jan. 29.—Many exhibitors were late in arriving at the Netherland Hilton Hotel here today for the opening of the Allied Drive-In Theatre Owners convention because of adverse weather which grounded planes and made driving hazardous.

However, attendance for the opening day was good and is expected to increase tomorrow. The convention and trade show continue through Thursday. All trade show exhibit space has been sold. Pepsi Cola will be host to the conventioners tomorrow night and Coca Cola at the closing banquet Thursday. The local Variety Club is having open house for the visitors.

Goodman Named

(Continued from page 1)

Columbia for the past 8 years. After a special assignment with the Motion Picture Export Association, he joined Columbia in 1949, serving first in New York and then in the Paris office of the company, where he was Continental sales manager, until his return to the home office in New York a little over a year ago.

Johnston on 'Today'

Eric Johnston, president of the Motion Picture Association of America, will make a guest appearance on Dave Garroway's NBC-TV show, "Today," today. Johnston will discuss the Middle East situation.

FCC Report on TV Due Mar.

From THE DAILY Bureau

WASHINGTON, Jan. 29.—The Senate Commerce committee scheduled hearings March 5 to get a report from the Federal Communications Commission on its progress in solving motion television problems.

The committee will particularly inquire on progress on allocation problems, but will likely also want to know what's happening on the TV network inquiry, toll television and other pending matters.

Meanwhile, committee staff members continued work on three reports which the committee hopes to issue on its last year's television hearings.

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NCTA Elects Blumenfeld

Special to THE DAILY

SAN FRANCISCO, Jan. 29. — Abe Blumenfeld was re-elected president of the Northern California Theatre Association following a meeting of the ex-itor group's board of directors here yesterday.

Other officers elected were Roy Cooper, first vice-president; William Thedford, second vice-president; William Elder, secretary-treasurer; Charles M. Thall, executive secretary; and Hulda McGinn, for public relations.

The board of directors for NCTA is composed of Irving Ackerman, Mark Alling, Blumenfeld, David J. Anton, Robert Broadbent, Cooper, Dibble, Elder, L. S. Hamm, H. V. J. Jey, Ben Levin, Irving M. Levin, I. W. Long, Marshall Naify, Henry Sasser, John Parsons, Homer I. Teg-ger and Thedford.

Sweepstakes Pressbookelayed, Says Compo

Dummy and advance proofs of the Academy Award Sweepstakes pressbook have been approved by the Academy of Motion Pictures Arts and Sciences, it was announced yesterday by the Council of Motion Picture Organizations.

COMPO expects to get the pressbook into the hands of 17,000 exhibitors soon after Feb. 1. Distribution will be through National Screen exchanges.

Each pressbook will be accompanied by a letter asking the recipient to advise Robert W. Coyne, of COMPO, of his interest in the project.

Helene Costello Dies

HOLLYWOOD, Jan. 29. — Helene Costello, 53, a screen star of the nineteen twenties and daughter of the late silent screen idol Maurice Costello, died here Jan. 26. She was the sister of silent actress Dolores Costello, once married to John Barrymore. Some of her early films were "Bobbed Hair," "Man of the Box," "Wet Paint," "Don't Tell," "In Old Kentucky," "Goodbye Charley," "The Fortune Hunter," "The Circus Kid," "The Midnight Cowboy" and "Lights of New York." She was married and divorced four times.

A daughter, Deirdre, and her sister, Dolores, survive.

Censor Law Readied

PROVIDENCE, R. I., Jan. 29. — An ordinance for the licensing and censoring of motion pictures has been introduced in the city council here with the backing of the city administration. It would empower the City Bureau of Licenses to refuse a license for a public show on grounds of immorality, indecency, profanity or obscenity, and would provide an appeal to the city council committee on licenses.

Formato to Succeed Berger in MGM Post

The retirement of Rudolph Berger, MGM's southern division sales manager, and the appointment of Louis Formato to succeed him in late February was announced yesterday by Charles M. Reagan, vice-president and general sales manager of Loew's, Inc.

Berger has been associated with the company since February, 1924, first as Washington branch manager, then district manager and southern division manager. He has been in his current position since May, 1945.

Mr. Formato was formerly associated with Warner Theatres in Philadelphia and joined Loew's as a salesman in that city, February, 1941. He was promoted to branch manager in April, 1944, and to district manager, August, 1954.

Mr. Reagan, commenting on Mr. Berger's long service with MGM, said, "His has been a successful career, distinguished by a personality which won friends for both himself and his company. He retires with the best wishes of his MGM associates for many years of health and happiness."

Artists-Producers Signs N.F.S. For Handling

All releases from Artists-Producers Associates will be handled physically in exchange centers by National Film Service, according to a joint announcement by A. M. Schwalberg, president of Artists-Producers and James P. Clark, president of National Film Service. Artists-Producers presently has three pictures ready for release, plus "The Big Fun Carnival" a series of 12 90-minute variety shows aimed at children's shows.

Commenting on the new arrangement, Mr. Clark said, "Al Schwalberg, as vice-president in charge of operations for Warner Bros., rented us our first exchange quarters, including vaults, in Philadelphia, in 1931. . . . Mr. Schwalberg said, "I have known Jim Clark, Chet Ross and their associates for as long as I have been in this business. . . . The more customers N.F.S. has, the lower my costs."

Gilbert Sets New Firm

HOLLYWOOD, Jan. 29. — Herschel Burke Gilbert has announced the formation of an independent producing company bearing his name, and named the first two pictures he will produce. "The Hot and the Cool," from the novel of the same name, will start in July, and "Whistling Shadow," from the book by Mabel Seeley, starts in November. Gilbert is negotiating United Artists release for six features.

S-W Dividend Set

The board of directors of Stanley Warner Corporation has declared a dividend of 25 cents per share on the common stock payable Feb. 21, 1957, to stockholders of record Feb. 8, 1957.

Loew's Board Aspirant Is Two-Share Owner

Jack A. Farr, Texas drive-in theatre owner who has announced that he will seek nomination to the Loew's, Inc. board of directors and will solicit stockholder support for his election at the Feb. 28 annual meeting, is the owner of record of two shares of Loew's stock, company sources said yesterday. The current market price is around \$20 per share.

The Loew's spokesman said it is not known whether Farr owns stock registered in any other name than his own. Farr's letter to Irving H. Greenfield was not received as of yesterday, according to the Loew's secretary nor was any filing on record at the Securities and Exchange Commission offices here.

MGM-TV Forms Film Commercial Dept.

Loew's, Inc., has formed a commercial and industrial film department as a part of its television activities, it was announced here yesterday by Charles C. (Bud) Barry, vice-president in charge of television.

Barry said that Virgil E. Ellsworth, former president of Mercury International Pictures, Inc., has been appointed head of the new department, effective immediately.

M-G-M's new commercial unit will utilize the studio's complete physical facilities, including lab, will offer to advertisers the same quality of production as the studio's feature and short subject films, he said. M-G-M's commercial films will be produced in color as well as black-and-white, and in addition to live action, will include the full facilities of the studio's animation department.

Barry plans to leave here at the weekend for Hollywood following the conclusion of his M-G-M TV sales staff meeting.

'Spirit of St. Louis' to Open at Music Hall

"The Spirit of St. Louis," the Leiland Hayward-Billy Wilder production for Warner Bros. starring James Stewart as Charles A. Lindbergh, will have its world premiere engagement at Radio City Music Hall following "The Wings of Eagles," it was announced today by Russell V. Downing, president of the world-famous showplace, and Benjamin Kalmenson, executive vice-president of Warner Bros.

Harry Harris, 51

PITTSBURGH, Jan. 29. — Requiem mass will be sung tomorrow in St. Paul's Cathedral here for Harry Davis Harris, 51, of the Pittsburgh theatrical family, who died last Friday in Edmonton, Alberta. He was doing advance publicity for "Ice Capades." He was a director of the local Harris Amusement Co., and a son of the late Sen. John P. Harris, theatrical pioneer in Pennsylvania.

NEWS ROUNDUP

Settle Milford Suit

The anti-trust case of the Ideal Theatre, Milford, Mass., vs. the major distributors was settled out of court late last week by Judge Charles E. Wyzanski of the U.S. District Court in Boston for an undisclosed sum of money. The case was filed in 1951 by Leon Task, owner of the Ideal Theatre, who asked for damages, claiming the distributors "refused (him) first run product and demanded excessive clearance in second-run product."

Plan French Film Show

Plans have been completed in Paris, France, for the opening at the Museum of Modern Art in New York next April of the largest commemorative film show ever held in this country—"The French Films: 1874-1956." Joseph Maternati, head of the French Film Office in New York, representing the Centre National de la Cinematographie and Unifrance, the French association of film producers, has been in Paris overseeing final preparations for the shipment of some 500 crates of films and materials for the show. The French films office will co-sponsor it with the Museum of Modern Art.

Springer Joins Fox

John Springer has joined 20th Century-Fox as national magazine contact. The appointment is effective immediately. He was previously with RKO Radio Pictures as national and fan magazine contact, a post which he held for more than 10 years.

Altec Names Agency

H. M. Bessey, Altec Service Co. executive vice-president, has announced the appointment of Friend-Reiss, New York advertising agency, to handle Altec's 1957 campaign in behalf of the company's activities in the motion picture, industrial and commercial field. Bert Ennis, Altec public relations director, will create the copy; Barry Nova, of Friend-Reiss, will act as account executive.

Schine Appeal Hearing Set for February 4

From THE DAILY Bureau

BUFFALO, Jan. 29. — The hearing on the application of the Schine Theatre interests for a new trial now is scheduled for 10 A.M., Monday, Feb. 4, before Federal Judge Harold P. Burke. In his 18-point petition for a new trial, defense attorney Frank G. Raichle said Judge Burke erred in finding the defendants guilty of contempt for not disposing of 39 of their motion picture theatres as ordered in 1949 by the late Federal Judge John Knight.

HERE'S WHAT THE SHOOTING'S FOR!

Share the good news of these M-G-M releases just previewed and headed for top grosses!



"THE WINGS OF EAGLES"



"10,000 BEDROOMS"



"LIZZIE"



"DESIGNING WOMAN"



"THE LITTLE HUT"

PERFECT WASHINGTON'S BIRTHDAY SHOW!

"THE WINGS OF EAGLES" will lift grosses sky-high! The fastest-booking holiday attraction because John Wayne and director John Ford deliver another BIG in-Metrocolor hit (*Best since their "Quiet Man"*). Based on the life of reckless, fun-loving "Spig" Wead, Squadron Commander. Dan Dailey, Maureen O'Hara co-star.

SONG-FILLED JOYOUS ENTERTAINMENT!

"10,000 BEDROOMS" delivers solid entertainment about a young hotel tycoon (*Dean Martin's first solo starring role*) and four lovely sisters. A BIG, happy, romantic, song-studded attraction loaded with beauty and talent—in CinemaScope and Metrocolor! Cast includes: Anna Maria Alberghetti, Eva Bartok, Dewey Martin, Walter Slezak, Paul Henreid.

POWERFUL DRAMA! EXPLOITATION NATURAL!

"LIZZIE" is a sock drama for sensational showmanship. It's the story of "the Jekyll and Hyde girl who lived three strange lives." Eleanor Parker's performance as three different personalities is absorbing. Something different for the fans! (*A Bryna Production*).

TIP-OFF ABOUT ONE OF 1957's BIGGEST!

"DESIGNING WOMAN" was previewed last week. Immediately the word flashed from Coast to Coast that M-G-M has another blockbuster in the "High Society" class. Gregory Peck, Lauren Bacall, Dolores Gray in the hilarious, action-packed CinemaScope comedy romance in Metrocolor of a designer and a sportswriter.

AUDIENCE REACTION FORECASTS SENSATION!

"THE LITTLE HUT" in its audience Test-Previews has proved itself in advance a smash box-office hit! Ava Gardner in her scanty wardrobe is gorgeous, shipwrecked on a desert island with Stewart Granger and David Niven. Sure-fire audience entertainment—in BLUSHING COLOR! (*A Herbson, S. A. Production*).

Promotion Plans Approved

(Continued from page 1)

Owners of America, MPAA and the West Coast "Golden Jubilee" and the financing of such a combined program. Harry Mandel, chairman of the COMPO press relations committee, has directed Taylor Mills of the MPAA and Charles E. McCarthy of COMPO to collaborate on the preparation of a report setting forth the united program finally agreed upon following a meeting here Monday evening.

Called 'The Industry and You'

The \$50,000 escrow fund has been held by the MPAA which has had charge of launching the 1950-1951 institutional campaign, "The Industry and You," which called for a series of 12 short subjects to tell about all facets of the motion picture industry. Warner Bros. Paramount, M-G-M, 20th Century-Fox, and RKO produced two shorts each with Universal and Columbia turning out one each. The first eight of the 12 short subjects were sold to theatres with the remainder being exhibited free. The fund was, and reportedly still is, governed by a joint industry committee of which Joseph Vogel is treasurer, Y. Frank Freeman, production representative, and the heads of exhibitor groups are members.

Meanwhile, the joint planning committee meeting Monday evening was attended by TOA president Ernest Stellings who announced that as soon as the group's plans were finally set he would undertake to raise the money to finance the program.

Report Likely This Week

Mills said a report probably would be made this week on the results of a preliminary study of an industry marketing survey. He said J. Stevens Stock, survey expert, hired by the MPAA to make the study, had drawn up a list of questions for which the survey should try to find answers and had interviewed several marketing survey firms. His recommendations, Mills said, would be made this week, possibly today, to the MPAA survey committee, which consists of Charles Moskowitz, Abe Schneider and Ralph Hetzel.

Mills said that the survey firm finally engaged to do the work might take as much as 90 days or more to complete its task.

Joint Effort Best, Says Seadler

Si Seadler of MGM explained that from the beginning the MPAA subcommittee charged with studying an institutional advertising plan had felt such an undertaking should be a joint distribution-exhibition effort. He asserted that all the advertising agencies with film accounts had submitted copy for such a campaign but that the copy had been deemed inadequate.

Seadler related that after hearing a well known television man-and-wife team belittle the movies, he had worked out a tentative plan

which he said might be termed "Operation Movie Habit." This, he said, would consist of brief comments by radio disc jockeys reporting on good pictures they had seen and the enjoyment that everybody could have by attending movie theatres regularly.

The upshot of the discussion, which included Walter Reade, Jr., Harry Mandel, Harry Goldberg and Roger Lewis, was that Mandel appoint a committee to work out Seadler's suggestion as quickly as possible. The committee comprises Seadler, Goldberg, Jeff Livingston, Mandel and Charles E. McCarthy.

The group approved a suggestion that the Golden-Jubilee of the Motion Picture be inaugurated with an announcement at the presentation of Academy Awards in Hollywood March 27. Mills was directed to confer with Clarke H. Wales of the Producers Association in Hollywood on arrangements.

Johnston May Address ANPA

The group approved an MPAA suggestion that arrangements be made to have Eric Johnston included among the speakers at the annual meeting of the American Newspaper Publishers Association in New York this spring. Decision on the MPAA plan to have Johnston address regional meetings of newspaper publishers and editors was deferred pending development of further details of the nature of the meetings.

A committee consisting of Seadler, Reade, Al Pickus of Stratford, Conn., and Jerome Pickman, was named by Mandel to explore the possibility of producing a product trailer. This trailer would include scenes from coming pictures of each company. It would be shown free to the public at special performances either on a National Movie Day or a National Movie Week.

No Action on 'Jubilee Windup'

The meeting also decided to defer action on the Hollywood publicity directors' committee's plan for a mammoth jubilee windup celebration, to be held in Hollywood next September.

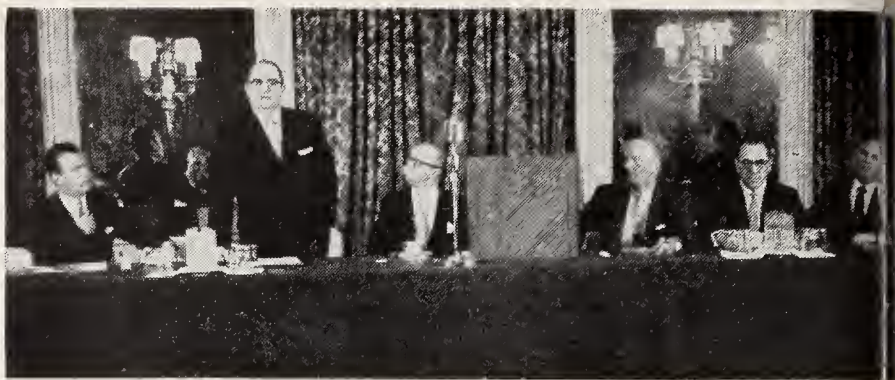
It was also decided to defer adoption of a proposal to undertake the issuance of trading stamps with admission tickets.

Mills reported progress in obtaining simplification of producers' advertising billings.

The COMPO-TOA plan for implementing the overall program was approved in principle. This calls for establishment of exhibitor committees in exchange areas and the setting up of a COMPO liaison officer in Hollywood to work with studios on the industry's promotion program.

Throughout the meeting it was emphasized that the two underlying principles of the program are that it should be aimed at improving business at theatres and that it should be conducted by COMPO.

Televisión Today



M.P. DAILY picture

Ely Landau, president of National Telefilm Associates, snapped at the Savoy Plaza with WPIX general manager Fred Thrower; Lambert Feasley vice-president John Bates; NTA sales manager Raymond Nelson; salesman William Koblenzer, and executive vice-president Oliver Unger.

Warner-Lambert, NTA in Pa

(Continued from page 1)

ner-Lambert during the term of the contract will bring their total time and program costs to over \$10,000,000, he said, adding that the revenue to NTA Film Network to be derived from the full sponsorship of the program for the initial 39 weeks will approximate \$4,000,000 in gross billings.

Landau said that Warner-Lambert will get six spot commercials in its one hour of time. The sponsorship of the balance of the program still available is expected to be announced later this week, he said. Landau pointed out that the 90-minute programs will have four commercial breaks in which nine spots would be

presented and in the 145-minute programs, 10 spots would be presented.

"This marks the first time a national advertiser has bought a feature film series on a nationwide basis," the NTA president stated. "It marks the first time a televised feature film series will receive the benefit of national advertising and merchandising," he said.

The feature films which will be shown on the NTA Film Network are from the 20th Century-Fox library of 390 features acquired for television distribution by NTA last year. NTA Film Network is owned 50 percent by NTA and 50 per cent by 20th-Fox.

One Man's TVViews

By Pinky Herman

PLANS to telecast a major one-hour color TV program daily has already been NBC completed and starting Monday, Feb. 18, several O & O stations including WRCA, New York, WRCV, Phila. WRC, Washington, WNBC New Britain-Hartford, Conn., WBUF Buffalo, KRAT Los Angeles and WNBQ Chicago will participate. . . . Tommy Edwards WERE (Cleveland) ace deejay, scoring with his philosophic C platter of "What Is A Teen Age Girl?" (T.E.—Talent extraordinary) . . . Steve Strassberg, after two years as Publicity Director for WABC and WABC-TV, has been upped to assistant director press information, ABC, under Hank Warner. Steve had been, prior to his entry into publicity director for Eagle-Lion Films and Republic Pictures. How? Ehrlich, formerly with MCA succeeds Steve at WABC. . . . Another promotion is that of Bill Sharpe, formerly with WJAR, Providence, who has been upped to news director KVOD (Denver) and the Colorado work. Sharpe knows his radio and TV and is headed places. . . . Producer Jac Hein, of the "Today" really awakened the town last week when, to NBC celebrate the program's fifth anniversary, he booked Ella Fitzgerald, Ann Miller and seven of the hottest musicians in the land including Marian McPartland (piano) Roy Eldridge (trumpet) J. J. Johnson (trombone) Bud Freeman (tenor sax) Joe Jones (drums) Chubby Jackson (bass) Art Van Damme (accordin). . . .

★ ★ ★

Prexy Richard Brandt of Trans-Lux TV Corp. has placed the entire Encyclopaedia Britannica Film Library with the Westinghouse Broadcasting Network, the entire work containing 650 titles which cover practically the entire range of human knowledge. . . . Songstress Betty Hutton signed to appear March 24 on "Ed Sullivan's Show."

MOTION PICTURE DAILY

Concise
and
to the
Point



81, NO. 22

NEW YORK, U.S.A., THURSDAY, JANUARY 31, 1957

TEN CENTS

TORIAL ——— p for Ailing office in Sight

By Sherwin Kane

encouraging to see the pro-
ed industry business building
gram take shape and to note
thusiastic and immediate sup-
of the initial project to get off
round—the Academy Awards
stakes.

Sweepstakes will be launched
he national announcement of
itions for 1956 Academy
s to be made in Hollywood on
9. Designed as a local promo-
to increase theatre attendance,
weepstakes provides the public
portunity to guess the winners
of the 27 Academy Awards
among the nominees during the
d from then until the an-
ement of the actual winners by
Academy on March 27.

es, to be promoted by partici-
theatres, will be awarded
whose guesses are closest to the
winners.

ntly after nominations have
announced, National Screen
e will distribute entry blanks
atres, and the industry com-
working through COMPO,
hile will have prepared a com-
line of accessories and press
to be ready for distribution by
within the next few days.

t amounts of time and effort
gone into the planning of the
stakes and events which will
it. Many of the industry's best
ising and publicity talents have
contributed freely to this en-
to win increased attendance
classes of theatres.

projects themselves, and the
for putting them into being,
e wasted unless the exhibitors
hom they have been devised
the fullest use of them and
of their talents and efforts in
ame proportion as have the
ers of the joint planning com-

support already being given
recruits and individual theatres
e lead-off project, the Sweep-
k, is heartening to the sponsors.
B more, much more, is needed to
all its full potential for attracting
and new, patrons to the nation's
ices.

'Stick Together,' Shor Urges

Charge Distributors 'Gobble' Drive-ins' Federal Tax Cut

From THE DAILY Bureau

CINCINNATI, Jan. 30—Drive-in operators attending clinics here today charged that "greedy" distributors are "gobbling up the 10 per cent Federal tax returns by increased film costs and rentals."

Better Seating Ricketson Aim

By WILLIAM R. WEAVER

LOS ANGELES, Jan. 30 — Going, figuratively but directly, to the very seat of theatres' troubles with television competition, Frank H. Ricketson, Jr., general manager of National Theatres, today told the circuit's division and district managers, executives and department heads, that he has ordered immediate experimentation to
(Continued on page 4)

Memphis Censor Board Down to One Woman

Special to THE DAILY

MEMPHIS, Tenn., Jan. 30. — This city's acting one-woman Board of Censors recently banned a United Artists movie, "The Delinquents," as having "disrespect for the law, low moral standards" and a few other hings.

Mrs. B. F. Edwards is chairman of
(Continued on page 4)

'We Are Bullish'

Odeon Head Reports Canadian Business is Holding Up Well

By HARRY ALLEN, JR.

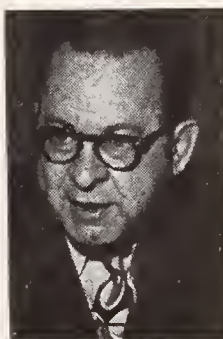
TORONTO, Jan. 30—Business for Odeon Theatres (Canada) Ltd. this month is equal to the same period last year, it was reported by Frank Fisher, general manager. He said the type of business that was done last fall when it held up "very well" continues now.

Fisher added that although the theatre companies are paying more money for their films they are receiving better pictures. And whereas formerly when the weather was bad people stayed home—to be entertained by television—now they seem to be going out to the theatres. "We

The exhibitors are attending the fourth national drive-in theatre convention of Allied States Association at Netherland Hilton Hotel.

Addressing the group, Ruben Shor, president of Allied States Association said, "I'm very much disturbed over the state of affairs." He stressed the fact that he doesn't believe the present type of ad-

ministration in Washington is healthy
(Continued on page 4)



Ruben Shor

Saturation Opening for 'Big Land' in Midwest

Special to THE DAILY

KANSAS CITY, Jan. 30. — A gala kick-off for the midwest saturation premieres set for Warner Bros. "The Big Land," a Jaguar production starring Alan Ladd, Virginia Mayo and Edmond O'Brien, is set for tomorrow at
(Continued on page 4)

Divorce Delay

Court Delays Approval of Loew's Order

Sets Another Hearing for Tomorrow on Debt Split

By LESTER DINOFF

Federal Judge Edmund L. Palmieri in United States District Court here yesterday refused to sign an order providing for the division of a \$30,000,000 funded debt between Loew's Inc. and Loew's Theatres, Inc., and an extension until not later than June 30 for the distribution of new stock of the two companies. He gave the company officials and the Department of Justice until tomorrow morning to submit affidavits summarizing the plans for the division of debts, assets and liabilities and the status and nature of the problems involved in the divorce of the production-distribution company and its theatre subsidiaries, and "suggested" that the financial officials of Loew's Inc. and Loew's Theatres ap-
(Continued on page 6)

Set Special Unit for 'St. Louis' Promotion

Creation of a special unit to centralize "The Spirit of St. Louis" promotion, publicity and exploitation activities for the Leland Hayward-Billy Wilder production for Warner Bros. starring James Stewart in the role of Charles A. Lindbergh, was announced this week.

Herbert Pickman, of the Warner Bros. home office exploitation staff, has been assigned to head the five-man "Spirit of St. Louis" unit in the East, co-ordinating all phases of the campaign activities. The unit will avail itself of the resources of the entire
(Continued on page 4)

Television Today Page 6

PERSONAL MENTION

JAMES A. MULVEY, president of Samuel Goldwyn Prods., is scheduled to return here tomorrow from a month's visit on the Coast.

HERBERT J. YATES, president of Republic Pictures, will return to the Coast over the weekend from New York.

DAVID A. LIPTON, Universal Pictures vice-president in charge of advertising-publicity, returned to the Coast yesterday following two weeks in New York.

PAUL MARTENSON, of the M-G-M legal department, will leave here for London on Saturday via B.O.A.C.

DAVID E. BRODSKY, Philadelphia theatre architect, has been reelected president of the Downtown Jewish Orphans Home of that city for his seventh consecutive term.

RICHARD F. WALSH, president of IATSE, is in Miami Beach from New York.

DOUGLAS AMOS, general manager of Lockwood & Gordon Theatres, will return to Boston later this week from Mexico.

EUGENE ARNSTEIN, Allied Artists studio manager, and **MRS. ARNSTEIN** have announced the marriage in Las Vegas of their daughter, **CARLYNN JEAN**, to **BUSBY CHAPMAN**, of Santa Monica, Cal.

N.E. Image and Sound Suit to Trial April 7

In reporting on Jan. 28 the dismissal of an action against Altec Service Corp. brought by Image and Sound Service Corp., a Delaware Corp., **MOTION PICTURE DAILY** neglected to mention that the action was one of two which were pending. The second, brought by Image and Sound Service of New England, has been set for trial in Massachusetts Federal District court on April 2, according to **L. J. Hacking**, treasurer of the Boston company.

Reopen Okla. Warner

OKLAHOMA CITY, Okla., Jan. 30.—The Warner Theatre here will reopen Friday with the first-run showing of Warner Bros.' "The Big Land." The theatre has been closed for remodeling and removal of Cinerama equipment.

Detroit Exhibitor Seeks to Boost Business With Special Programs for Women Only

Special to **THE DAILY**

DETROIT, Jan. 30—Exhibitor **Bert Penzien** is today inaugurating a new promotional idea at his Shores Theatres here: A series of Wednesday matinees for women only. Each program will have a feature film and a few short subjects of special appeal to the distaffs. Today's main attraction is the Jane Wyman film, "Miracle in the Rain."

Penzi reports that he came up with the idea recently while going over back issues of "Motion Picture Herald" in search of some plans to promote business. He found one having to do with special programs for children and decided to adapt the scheme to one designed for women.

Today's bill is to start at 1:30 P.M. Free coffee and refreshments will be served in the foyer. Future programs scheduled include "Interrupted Melody," "Three Coins in the Fountain," "The Swan," "The End of the Affair," and "Autumn Leaves."

Penzi's scheme has attracted exceptional attention in the local press, including feature stories and illustrations.

Warner Sales Meeting Today in Kansas City

KANSAS CITY, Jan. 30.—**Ed Williamson**, Warner Bros. Midwest division sales manager, will open a two-day meeting of the company's Midwest, North Prairie and South Prairie district and branch managers at the Muehlebach Hotel here tomorrow. Mr. Williamson will discuss the merchandising policies on forthcoming Warner Bros. product as set at the recent home office meeting held by general manager **Roy Haines**.

Attending the meet are Midwest district manager **Ernest Sands**, with headquarters in Chicago, and branch managers **George Lefko**, Chicago; **Joe Baringhouse**, Detroit; and **J. M. Wechsler**, Milwaukee; North Prairie district manager **A. W. Anderson**, with headquarters in Minneapolis, and **F. J. Hannon**, Omaha; South Prairie district manager **Hall Walsh**, with headquarters in St. Louis, and branch managers **R. C. Borg**, Kansas City, and **Lester Bona**, St. Louis.

Home office executives attending include **Roy Haines**, general sales manager; **Norman H. Moray**, short subjects sales manager, and **Larry LeShansky**, supervisor of exchanges.

Reopen Phila. Erlanger

PHILADELPHIA, Jan. 30—**William Goldman's Erlanger**, center-city house which has been used for both stage productions and roadshow films, will be air-conditioned and completely refurbished to allow for summer operation.

Contracts for the air-conditioning, to be completed by May 1, were let out today, it was announced by **William Goldman**, head of the theatre chain bearing his name. Legitimate stage offerings are expected for the summer weeks for the Erlanger, which has been dark most of the time in recent years.

'Hours' and 'Gervaise' Named Best in Japan

Special to **THE DAILY**

TOKYO, Jan. 25 (By Air Mail)—The Japanese magazine **Kinema Jumbo** whose film awards have real meaning in the industry and to the public, and the Tokyo Motion Picture Reporters Club, have picked the best foreign films shown in Japan in 1956.

First choice of both organizations was **Rene Clement's** adaptation of "Gervaise" by **Zola**, a French film. Both organizations put **William Wyler's** "Desperate Hours" in second place.

Honorable mention went to "Moby Dick," "War and Peace," "Giant," "Rose Tattoo," "Rebel Without Cause," "The Brave One," "Guys and Dolls," "The King and I" and "The Solid Gold Cadillac."

Saturation for 'Drango'

United Artists has set a 185-date regional saturation booking for **Earlmar Productions' "Drango"**, it was announced by **William J. Heineman**, United Artists vice-president in charge of distribution. Openings over the next two weeks include **Portland (Ore.)**, **Seattle**, **Salt Lake City**, **Kansas City**, **Oklahoma**, **Omaha**, **St. Louis**, **St. Paul**, **Des Moines**, **Detroit**, **Indianapolis**, **Cleveland**, **Dayton**, **Columbus**, **Toledo**, **Providence**, **Buffalo** and **Rochester**.

Mrs. Milt Watt Dies

HOLLYWOOD, Jan. 30.—Funeral services will be held tomorrow afternoon at **Pierce Brothers Inglewood Mortuary** for **Mrs. Irene Hulbert Watt**, who died Tuesday at **Encino Hospital** following a long illness.

The deceased was the wife of **Milt Watt**, Warner Brothers publicist and former advertising-publicity director at **Republic Pictures**, who was at the bedside when the end came. Two sons and three grandchildren survive.

Cinerama Seeks To Produce

Hazard E. Reeves, president Cinerama, Inc., and **Milo J. Sutcliffe**, president of Cinerama Productions Corp., yesterday announced the granting of a new non-exclusive license Cinerama, Inc., to Cinerama Productions Corp. for production and exhibition in the Cinerama process effective Jan. 1, 1959, and possibly earlier.

Making the announcement, Reeves said: "We are happy to continue our friendly business arrangements with Cinerama Productions Corp., the company that produced "This Is Cinerama," the first Cinerama picture."

John H. Hartley, treasurer of Cinerama, Inc., said the license means that Cinerama, Inc., is continuing with production plans for "The Eagle Day," with **Grant Leenhouts** in charge of production.

Also announced was a settlement of all intercompany claims covering previous accounts between the companies which claims mostly arose in 1953 and prior thereto, by the payment to Cinerama, Inc., of \$174,000. There had been held in escrow by Cinerama Productions Corp. for this purpose several years the sum of \$125,000.

Stone to WB Post

Mark Stone, formerly comptroller for **Warner Pathe News**, has been appointed to the newly-created position of business manager for the Warner Bros. advertising and publicity departments both in New York and at **Burbank Studios**, it has been announced by **Robert S. Taplinger**, Warner Bros. vice-president. Stone will make his headquarters at the home office. **Herbert L. Robinson**, of the Warner home office sales department, will assist Stone in establishing the new set-up.

Lowell Thomas 'M.C.'

HOLLYWOOD, Jan. 30 — **Lowell Thomas** will be master of ceremonies at the Milestone Dinner of the Screen Producers Guild, it was announced today by **Carey Wilson**, chairman of the dinner, which will be held on Feb. 17 at the **Beverly Hilton Hotel**. The dinner will honor **Walt Disney**.

Stellings to Report

Ernest Stellings, president of Theatre Owners of America, will hold a press conference today to report on his meetings with exhibitor organization executives and with some distribution officials.

Close Denver Theatre

DENVER, Jan. 30—The 1,960-seat **Tabor Theatre**, which was built in 1881 and converted to films in 1910, has been closed.

ONE IN A SERIES OF ADS FOR AN UNUSUAL AND VERY DIFFERENT MOTION PICTURE

Hour
after
hour
he gets
smaller
...smaller
...smaller
and
moment
by moment
the
suspense
mounts!

A FASCINATING ADVENTURE INTO



THE UNKNOWN!

THE INCREDIBLE SHRINKING MAN

starring

GRANT WILLIAMS • RANDY STUART
with APRIL KENT • PAUL LANGTON • RAYMOND BAILEY

FROM **U-I** THE EXCITING COMPANY

DIRECTED BY JACK ARNOLD • SCREENPLAY BY RICHARD MATHESON • PRODUCED BY ALBERT ZUGSMITH

Drive-in Meet

(Continued from page 1)

or sympathetic toward the little fellow, but is banding together with big business.

Shor charged that the Department of Justice is more interested in "breaking up monopolies of hot dog prices" than it is in opposing film distributors who are gradually putting the little fellow out of business. He urged drive-in exhibitors to "stick together and unite to combat these abuses."

McLachlin Urges Remodeling

At a luncheon meeting, Hugh McLachlin, speaking on "what's new in drive-in equipment," criticized his fellow exhibitors for not replenishing their equipment. "This is the time to do something about it," he said, and urged theatre operators to remodel equipment, add color, install guide lights and "keep up with constant needs."

'Big Land' Saturation

(Continued from page 1)

the Paramount theatre here. Virginia Mayo and her husband, Michael O'Shea, will participate in the many special events in conjunction with the world premiere, including two appearances on the stage of the Paramount Theatre and a series of press, TV and radio interviews. The O'Sheas followed similar programs in Wichita and St. Louis.

The Big Land

Warner Bros.

ALAN LADD is back in the saddle again in this very entertaining Western made by the star's own company, Jaguar Productions. This time he's a Texas cattle man immediately after the Civil War whose attempts to sell cattle in Missouri at a fair price are thwarted by some underhanded buyers who control the bidding.

Ladd, tired of fighting, avoids a showdown and rides away. In this Northern town, he's befriended only by Edmond O'Brien, an alcoholic. He helps O'Brien escape a lynch mob who catch him stealing liquor and sets him on the teetotaler's path. They head for Kansas and are given shelter by some ranchers who desperately need a railroad in their desolate area.

O'Brien, who has been an unsuccessful architect, and Ladd form a plan to bring the railroad there. O'Brien's sister is engaged to a railroad executive and the two men convince him of the practicality of extending the railroad there. Ladd is to bring the cattle there while O'Brien and the people in the area are to build a town.

The villainous cattle buyers encountered at the beginning pop up again and do their utmost to scuttle the plan. However, the town gets built, the honest cattle buyers arrive and Ladd brings the cattle in. But not before some murders are committed, O'Brien is killed in an attempt to halt the treachery and a stampede nearly ruins the entire setup.

Although not particularly original, "The Big Land" is an exciting, well-written film that more than fills the requirements of the "big" Western. It is nicely photographed in WarnerColor and swiftly directed by Gordon Douglas. David Dortort and Martin Rackin wrote the screenplay.

O'Brien, always a fine performer, is excellent as the young failure who lives in hope of success while Virginia Mayo plays his sister who eventually falls in love with the hero. Ladd gives his standard, capable performance and Anthony Caruso, chief villain, is thoroughly hissable. Others in the cast include Julie Bishop, John Qualen and Don Castle. Running time, 93 minutes. General classification. For February release.

JAY REMER

Ricketson

(Continued from page 1)

develop a theatre chair that will "make it possible to get people out of their comfortable, easy chairs home and into our theatres."

Winding up a series of special meetings at circuit headquarters Ricketson said:

"Besides offering the American people the best motion pictures, we must strive to make our theatres the most comfortable, most inviting show cases of entertainment. Remember show business is exciting business, enthusiastic business, wonderful business. Remember, too, that we are playing to a new generation that never heard of the ideas we concentrated on when their parents were our theatre patrons two and three decades ago."

New Theatres Described

R. H. McCullough, the circuit's director of construction, outlined to the meeting NT's plans for the company "theatre of tomorrow," which is to be constructed in two sizes. One size is a 1,200-seat house with 100-foot screen; the other size is a 900-seat house with 80-foot screen. The screen, in both instances, will be flexible, with curve controllable from the booth, and will accommodate special systems, including NT's own Cinemiracle.

Plans call for a 30-foot space allowance between the screen and first row of seats. The floor plan calls for four aisles, with rows 40 inches apart.

Memphis Censor Board

(Continued from page 1)

the three-woman Board of Censors but Mrs. St. Elmo Newton, Sr., is recuperating from a broken rib suffered in a fall, and Mrs. Walter Gray missed seeing several recent films which Mrs. Edwards has decided were inimical to the public interest.

Some question has been raised as to the legality of rulings by one person when the city code calls for five. The present board consists of three members.

Circuits Join 'Sweeps'

Three circuits, representing a total of 174 theatres, have advised Robt. W. Coyne, COMPO special counsel, that they will participate in the Academy Award Sweepstakes, which will be held from Feb. 19 to Mar. 26. Emanuel Frisch of Randolph, E. C. Grainger of Crescent Amusement, and Thomas J. Walker of Coffeyville, have indicated they would participate.

Odeon Report

(Continued from page 1)

materialize, he said, because top-grade films were screened.

Fisher said the company still intends booking live shows in its houses as the experiment, thus far, has been quite successful. But, he added, there is a shortage of live talent . . . although there are rock 'n' roll shows . . . and these have had their day."

Although business seems to be better for theatres across the country, the profit picture in general for exhibitors is down. Theatre associations across the country are preparing or having prepared briefs for submission to their local legislatures. These briefs seek a reduction in the amusement tax, but not abolishment. They take their cue from the success of the drive in the U. S. to raise exemptions to 90 cents.

'St. Louis' Promotion

(Continued from page 1)

Eastern publicity and promotion personnel.

Carl Combs, who served as unit man while "The Spirit of St. Louis" is before the cameras, has been designated by Bill Hendricks, Warners' studio publicity manager, to serve in a similar capacity on the West Coast, operating closely with the New York group. The special unit also will work in close cooperation with Bill Brumberg, head of the Warner field exploitation staff.

THE SEVENTH ANNUAL COMMUNION BREAKFAST

for Catholic people of the motion picture industry in the New York area will be held Sunday, February 3. Mass at nine o'clock at St. Patrick's Cathedral, with breakfast immediately following in the Grand Ballroom of the Hotel Waldorf-Astoria.

For information and tickets, communicate with the member of the Sponsoring Committee in your office, or Miss Marguerite Bourdette, Room 1107, 1501 Broadway. Tel.: BRyant 9-8700.

(Tickets \$3.75 each)

IT WON'T TAKE A FULL PAGE AD
TO TELL YOU . . .

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GIVES YOU The FASTEST and BEST
SPECIAL TRAILER
SERVICE YOU CAN GET ANYWHERE

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1327 S. Wabash CHICAGO, ILL.

WHO... WHERE... WHAT... WHEN

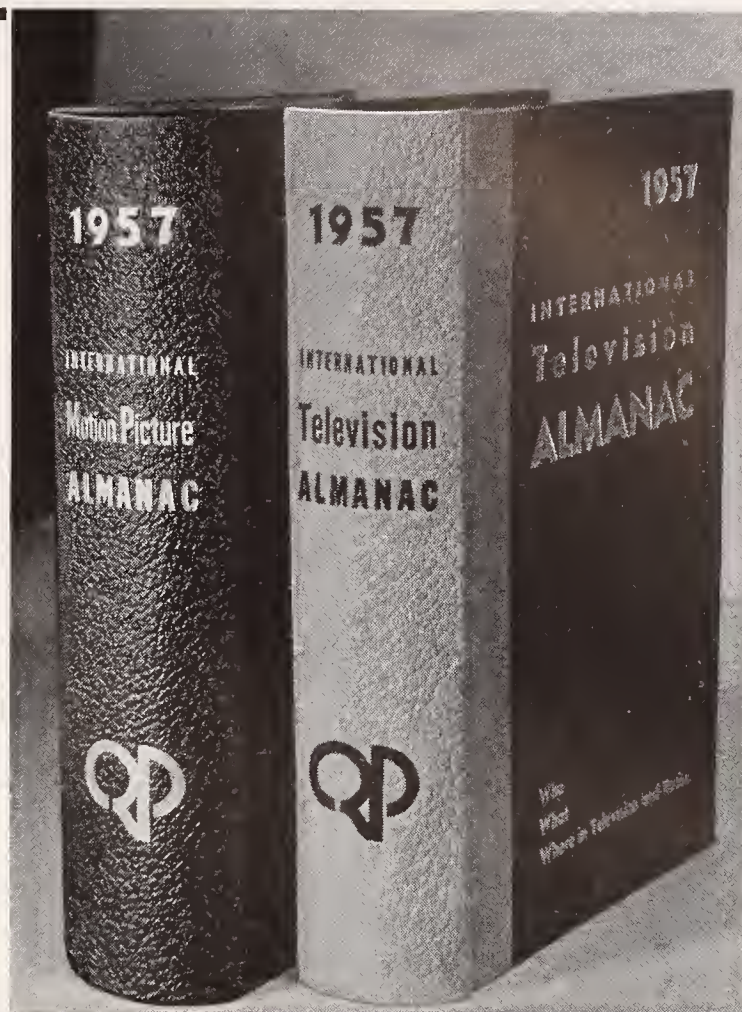
**in the
Motion Picture Industry
in the
Television Industry**

immediately at your hand . . .

the many times you want to know!

FIND THE FACTS INSTANTLY—

Each volume—Motion Picture or Television—
is thumb-indexed for fast, ready reference.



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Price \$5.00 postpaid

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- ☐ TELEVISION ALMANAC (\$5)
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Order today...

The 1956 Almanacs were sell-outs—because there are no other reference books that serve so well . . . no others that provide a "Who's Who" of the Motion Picture and Television Industries (each volume contains over 11,000 biographies) . . . and no other serving either of these industries so conveniently arranged for reference, with thumb-indexed sections. The 1957 Editions represent a vast number of changes to bring the facts up to date. **TO MAKE SURE OF YOUR COPY, SEND IN YOUR ORDER TODAY!**

National Pre-Selling

"WRITTEN on the Wind" is reviewed in the February 5 issue of "Look." The motion picture editor summed up his review by titling it "Trouble in Texas," and says: "It is a frank melodrama about a tormented family. This Universal-International movie pulls no punches, yet has the power to arouse your sympathy."

Action packed photos taken on the production sets are used on two pages devoted to the review of this U.I. release.

Hecht-Hill Lancaster has purchased "The Unforgiven," by Alan Le May. "The Unforgiven" is scheduled to be run as an eight-part serial, starting in the "Saturday Evening Post" in August.

"The Girl He Left Behind" is repeatedly mentioned in a pictorial biography of Warner's star, Natalie Wood, in the January 28 issue of "Life."

The editors, mindful that Natalie Wood has been in films since she was four years old, have photos from the top pictures in which she appeared for the past 14 years. This brings the biography up to date with "The Girl He Left Behind."

Three pages are devoted to photos of this Warner star rehearsing with two fellow performers in a Hollywood park, a lunchroom and in a crowded department store elevator.

An interesting, compelling ad on "Full of Life," the Columbia film starring Judy Holliday, appears in the February issue of "McCall's."

"Three Brave Men," reports Florence Somers in the February issue of "Redbook," is a film produced with the approval of the Navy, and is based on the Pulitzer prize-winning article by Anthony Lewis about a man falsely accused by his neighbors.

"Written on the Wind" is mentioned prominently in an article written by Liza Wilson for the January 27 issue of "American Weekly" about Dorothy Malone who stars in this new U.I. film. The theme of the article deals with the off-screen life of Dorothy Malone in comparison with the woman she portrays in "Written on the Wind." It is illustrated by an attractive full-color photo of Dorothy in a bathing suit.

Marilyn Monroe and Laurence Olivier, stars of "The Sleeping Prince," appeared on the color cover of "Parade's" January 27 issue. The photo was made in London by Lloyd Shearer, Hollywood editor of the publication.

Shearer, who visited the studio in England where "The Sleeping Prince" was filmed, wrote an interesting production story which appears in the same issue.

WALTER HAAS

Court Delays

(Continued from page 1)

pear before him on Friday for questioning under oath.

Judge Palmieri declined to sign the order, which provided that Loew's Theatres assume "not more than \$5,000,000 of the funded debt," because he did not "fully understand the petitions and order" and said he "wanted to avoid giving court approval to anything which provides for joint and several liabilities."

Points to 'Roadblock'

Maurice Silverman, attorney for the Anti-trust division of the Department of Justice, informed the court that the order provided for the "elimination of a roadblock in the divorcement of the production-distribution company from its theatre holdings." He said that the Department feels that "the order is a reasonable solution to a problem which will result in a stock division by no later than June 30."

S. Hazard Gillespie, of the law firm of Davis, Polk, Wardwell, Sunderland and Kiendl, which represents Loew's Inc., informed the court that "officials of Loew's plan to split the stock between both companies in four weeks notwithstanding a division of the funded debt."

Presently, the funded debt is required to be divided between Loew's Inc. and Loew's Theatres by Feb. 6 and the stock to be distributed by March 8.

Explanation by Silverman

Judge Palmieri questioned Silverman on how the Justice Department figured that Loew's Theatres could assume no more than \$5,000,000 of the \$30,000,000 funded debt which is held by eight insurance companies. Silverman replied that the gross assets of the theatre subsidiary amount to an approximate aggregate value of \$78,000,000. The company also has between 12 and 13 million outstanding in other debts, leaving the assets at \$65,000,000, he said. "Using a ratio of 13 to 1, we found that the theatres could at most assume \$5,000,000 of the debt," he said.

Benjamin Melniker, Loew's vice-president and general counsel, Gillespie and Silverman informed the court that company executives have been conferring with the insurance companies on the debt division for "the past five years." Judge Palmieri pointed out to them that it appears that "there has been ample time to effect the division" and that he still would not sign the order just on the basis of agreement between counsel.

Affidavits Ordered

Saying that he refuses to let "more time go by," the court presented the attorneys for Loew's and the Department with a two-fold "suggestion." Affidavits have to be on his desk by Friday morning which fully present the case and its problems and the terms of the debt allocation, and financial officers have to appear before him to answer questions under oath, in confidence, "if so desired."

Television Today

NBC Stations Schedule Daily Hour Color Show

The seven television stations owned by the National Broadcasting Co. will launch a major one-hour color television program to be broadcast daily during local station time, according to Thomas B. McFadden, vice-president of NBC-owned stations and NBC spot sales. The full-scale color production, with a big-name master of ceremonies, an orchestra, and new and established supporting talent—will originate at Station WNBQ, Chicago, NBC's all-color television station.

The 60-minute color television program will be preceded by a half-hour broadcast from New York City by Tex and Jinx McCrary, in which they will ask questions of newsmaking guests from the fields of entertainment, politics and the arts.

The programs — spanning the time period from 1 to 2:30 P.M. EST, Monday through Friday—will be fed over network lines for presentation on the NBC-owned television stations. Carrying the programs will be WRCA-TV, New York City; WRCV-TV, Philadelphia; WRC-TV, Washington; WNBC, Hartford-New Britain, Conn.; WBUF, Buffalo; WNBQ, Chicago; and KRCA, Los Angeles.

Davies Will Produce Academy Awards Show

HOLLYWOOD, Jan. 30 — Writer-director Valentine Davies today was chosen to produce the 29th annual Academy Awards presentations show, which will be staged on March 27 at the Pantages Theatre, with the NBC radio and television networks broadcasting the event.

Use Portable Machine

A small and portable film processing machine, designed by CBS News engineers and technicians, was used commercially for the first time during the Presidential inaugural weekend, during which CBS Newsfilm shot and distributed more than 10,000 feet of film to more than 100 domestic and foreign subscribers. Designed for fast processing of spot news film reports, the small machine can be shipped by air to any point here or abroad.

Revlon to Fox Hour

Revlon, Inc., will take over sponsorship of the "20th Century-Fox Hour" dramatic program presented over CBS-TV on alternate Wednesdays, effective Feb. 6, it is announced by William H. Hylan, CBS-TV vice-president in charge of network sales. The hour-long series, presented at 10-11 P.M. EST, alternates with the "United States Steel Hour," and its stories are based on famous and successful 20th Century-Fox motion picture properties.

Who's Who

W. Spencer Harrison has been named vice-president and business manager of talent and contract agencies, CBS-TV, it is announced. Merle S. Jones, president of CBS-TV, In his new capacity Harrison will assume administrative responsibility for the broad field of program and business administration, working in close association with Hubbell Benson, Jr., executive vice-president.

Fred W. Yardley has joined the sales force of C & C Television, according to an announcement. E. H. Ezzes, vice-president and general sales manager. Yardley will immediately begin working with the "Movietime USA" library of feature films.

The appointment of Thomas Fisher to the newly-created executive position of vice-president and general attorney for CBS-TV has been announced by Merle S. Jones, president of the network.

Edward B. Passow has returned to Zenith Radio Corp. as head of engineering for the company's products division, it is announced. G. E. Gustafson, vice-president in charge of engineering.

Arthur L. Chapman has been named president of CBS-Hytron, it is announced by Dr. Frank S. Sponner, president of Columbia Broadcasting System, Inc. CBS-Hytron is the electronic tube manufacturing division of CBS.

Edward J. Montagne has been named to the newly-created position of executive producer in charge of film operations for CBS-TV, New York, it is announced by Hubbell Benson, Jr., CBS-TV executive vice-president in charge of network programs.

Saul J. Turell, president of Scripps Television Company, Inc., has announced the appointment of Liebesskind as general manager.

Brian Keith To Make New Series, 'The Gun'

Actor Brian Keith has announced formation of a partnership to produce a new TV series, "The Gun." Keith is to start as soon as he finishes his current assignment. Keith's associates are Charles and Michael Cirilli and writer Bill Telach.

Keith, who starred in and directed some of "The Crusader" segments on TV, will direct and narrate all plays on "The Gun" and also star in some of the stories. The series will be filmed in color for release in the fall.

MOTION PICTURE DAILY

Concise
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to the
Point

QP

81, NO. 23

NEW YORK, U.S.A., FRIDAY, FEBRUARY 1, 1957

TEN CENTS

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rd Opens Meet Today;
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By RAY GALLO

NCINNATI, Jan. 31.—Julius M. Gordon, president of Jefferson Amusement Co. of Beaumont, Texas, and of East Texas Theatres, Inc., today appears to be the virtually certain choice of the Allied States board of directors for president of the national exhibitor organization succeeding Ruben Shor.

The board will begin two days of meetings here tomorrow at the Terrace Hotel with the election of officers of the most important items on the agenda. Gordon, who has been secretary of (Continued on page 4)

. and L.A. Catholic **akfast Set Sunday**

More than 1,200 Catholics of the motion picture industry in the New York area will attend the seventh annual industry Mass and Communion breakfast here Sunday. The Mass will begin at 9 o'clock at St. Patrick's Cathedral and breakfast in the Grand Ballroom of the Waldorf Astoria will follow.

John J. Cavanaugh, director of the University of Notre Dame Foundation (Continued on page 2)

television **Today** Page 5

WB Investing **\$85,000,000**

Warner Bros. will have an investment of more than \$85,000,000 in 35 pictures scheduled for future release, according to Jack L. Warner, president. He made the statement at the conclusion of the film company's national conference of district executives at the home office here.



Jack L. Warner

"This large investment reflects our faith in the bright outlook for our company and offers concrete evidence of our confidence in the future of theatrical motion picture (Continued on page 6)

Fox Drive Will Honor **Skouras' Anniversary**

From THE DAILY Bureau

LOS ANGELES, Jan. 31 — 20th Century-Fox has designated March 24 to May 4 as the "Spyros P. Skouras 15th Anniversary Celebration" to commemorate his 15 years of leadership as president of the company. The announcement was made here by Alex Harrison, general sales manager, at the final session of the company's Western regional sales meetings.

This celebration, according to Harrison, was initiated at the request (Continued on page 4)

Alliance Expects 'Banner' '57; **Plans Big Modernization Program**

Special to THE DAILY

CHICAGO, Jan. 31. — Alliance Theatre Co., operators of over 90 theatres throughout Illinois, Indiana, Washington and Wisconsin, is looking forward to an increase in attendance in 1957 and is preparing for it by making many physical improvements in its theatres. This optimism and new showmanship policy has been officially announced by S. J. Gregory, president of the circuit.

The optimism is based, he explained, on the fact that national at-

Stellings at Conference

Credits Big Grosses **To 'Orderly' Release**

TOA Head Lauds Distributor Aid; Cites **Promise to Adjust Small Theatre Rental**

By LESTER DINOFF

(Picture on Page 6)

The distribution companies were praised yesterday by Ernest G. Stellings, president of Theatre Owners of America, for having released a large number of good pictures during the past few months on an orderly basis to allow many exhibitors to enjoy "the best box office conditions in recent times."

Stellings, in a press conference held at the TOA home office here, also said that:

TOA is advocating a national sales policy based on the ability of small theatres to pay;

Seven of the major companies, some of which have 50 per cent policies, have promised to assist in keeping small theatres open by selling product at reasonable terms;

The product shortage is still here, but the "situation is better than before" and will improve considerably (Continued on page 6)

Cash, Stock Dividends **Company Plan: Disney**

From THE DAILY Bureau

HOLLYWOOD, Jan. 31 — The board directors of Walt Disney Productions today declared a quarterly dividend of 10 cents per share on the common stock payable April 1 to holders of record March 8. In making announcement, President Roy O. Disney said:

"The board of directors, in initiating this cash dividend, has also the (Continued on page 4)

Many RKO Employees **Leave Company Today**

More than half of the estimated 800 persons being let out by RKO Radio in consequence of the recently completed deal under which Universal takes over selling and distribution of (Continued on page 5)

Arbitration Committee **Appointed By TOA**

Theatre Owners of America will start formulating its plans for an industry arbitration system by using as a basis previous industry arbitration drafts, according to president Ernest G. Stellings, who yesterday announced the appointment of TOA's Arbitration Committee.

Stellings said that during his conference (Continued on page 6)

Harling Appointed to **Joint Toll-TV Post**

Philip F. Harling, an executive of Fabian Theatres for the last 15 years, has been appointed by Theatre Owners of America as co-chairman of the Joint Committee on Toll TV, it was announced here yesterday by TOA president Ernest Stellings.

Harling, who has served this committee (Continued on page 5)

PERSONAL MENTION

BARNEY BALABAN, president of Paramount Pictures, left here for the Coast last night for a brief studio visit.

ARNOLD M. PICKER, United Artists vice-president in charge of foreign distribution, will leave New York today for a three-week tour of company offices in the Far East.

WILLIAM DOZIER, RKO Radio vice-president in charge of production, will return to Hollywood today from New York.

NED CLARKE, Buena Vista foreign sales manager and assistant to **LEO F. SAMUELS**, president, has left New York by plane for Mexico on the first leg of a 10-week business trip to Central and South America.

NORTON V. RITCHEY, president of Allied Artists International, will return to New York tomorrow from London via B.O.A.C.

FRANK and HERMAN KING, of King Brothers Productions, have returned to Hollywood from New York.

MORRIS LEFKO, Paramount sales executive on "The Ten Commandments," returned here yesterday from Oneida, N. Y.

LESLIE W. OLIVER, official of Technicolor, Ltd., returned to London yesterday from New York via B.O.A.C.

ROBERT LANTZ, vice-president of Figaro, Inc., will leave here tomorrow for Hollywood.

MAURICE GRESHAM, of M-G-M's Coast television operations, has arrived in New York from the studios.

'Boodle' Producer Plans Tour of Key Cities

Lewis F. Blumberg, producer of United Artists' "The Big Boodle," launches an extensive tour this week of key cities in connection with regional openings of the Errol Flynn film, the company has announced. He is meeting with exhibitors, UA branch personnel and field men, and will hold interviews and make guest appearances on TV and radio.

Initial stops on Blumberg's coast-to-coast tour include Dallas, Memphis, St. Louis, Cleveland, Pittsburgh and New York.

Accessories Available For Sweepstakes Listed

The list and price of accessories to be made available to theatre exhibitors in promoting the Academy Award Sweepstakes was made public yesterday by **Robert W. Coyne**, special counsel for the Council of Motion Picture Organizations, which is conducting the project. All accessories may be purchased at branch offices of National Screen Service.

A kit with all essential materials except the entry blanks, will be available to all first run and first subsequent run theatres for \$25. For all other theatres the charge will be \$15. This kit will contain the following items:

A trailer, starring **Jane Russell**, running just under one minute; a 40 x 60 poster; a cut-out self-supporting standee which may be used in the lobby or behind the ballot box; a horizontal one-sheet which may be tacked to a table, hung on a wall or attached to an entry blank box; a composite mat of advertisements; an 8 x 10 still containing an exact reproduction of the entry blank which may be submitted to newspapers for publication or used as a display piece in the theatre; a cardboard box approximately 8x10x10 inches with an opening for the deposit of filled-out blanks by movie patrons. Price of the entry blanks is \$2.50 per thousand.

Communion Breakfast

(Continued from page 1)

dation and former president of the University, will be the principal speaker. Also to speak is **Mrs. Winifred Feely**, widely known expert on the miracles of Lourdes.

Among the stars on the dais as guests of honor will be **Peter Lind Hayes**, **Mary Healy**, **Jessica Dragonette**, **Eddie Dowling**, **Anita Colby**, **Kate Cameron** and **Joni James**. **Joan Roberts** and **Tom Hayward** will sing.

The celebrant of the Mass at the Cathedral will be **Most Rev. Joseph F. Flannely**, Auxiliary Bishop of New York, and **Cardinal Spellman's** representative at the breakfast will be **Rt. Rev. Msgr. John S. Middleton**. **Robert H. O'Brien**, vice-president of AB-Paramount Theatres, will be toastmaster.

Meanwhile, in Los Angeles, an estimated 1,500 industry workers are expected to attend the sixth Annual Communion Breakfast there Sunday at the Hollywood Palladium. **Doug Bridges** is general chairman.

Mass will be celebrated by His Eminence **James Francis Cardinal McIntyre** at 9 A.M. at the Blessed Sacrament Church, with breakfast to follow. **Monsignor John J. Devlin**, spiritual director of the group, will deliver the sermon at the Mass.

Walter O'Keefe will act as master of ceremonies at the breakfast, with actress **Cathy O'Donnell** giving the keynote speech.

Music Hall 'Dimes' Benefit Scheduled for 'St. Louis'

The entire first mezzanine of Radio City Music Hall will be taken over by the National Foundation for Infantile Paralysis-March of Dimes for a benefit performance on the opening night of "The Spirit of St. Louis." The Warner Bros. release will open at the Music Hall following the current attraction.

Tickets will be priced at \$100 and \$25, with holders of the former also invited to a private champagne supper-dance at the Rainbow Room after the performance. Proceeds for the March of Dimes are expected to total \$50,000.

Alliance Sees

(Continued from page 1)

ing" and to achieve this has a number of plans. One is "an all-out effort to book our theatres with attractions that have teen-age appeal" as an upsurge in business has resulted when pictures such as "Love Me Tender," "Rock Pretty Baby" and "The Girl He Left Behind" were shown, according to **Gregory**.

Physical improvements will include re-seating, modernizing booth equipment, new theatre fronts, re-carpeting and marquee refurbishing, the circuit head declared. And "once the theatres are more inviting," he added, "we are going on an all-out effort to have neat and courteous personnel, giving the good old-fashioned service. The theatre staff must be thoroughly trained."

General Merchandising

Alliance also plans changes in its concession operations, **Gregory** said. "Our patrons have demanded more and more items at our vending stand," he pointed out, and it is "no longer the popcorn and candy business we were accustomed to years ago. It is now a general merchandising business that requires up-to-date methods and special departments concentrating their efforts entirely on this important phase of our business."

Gregory further noted a new enthusiasm among local theatre managers over attendance increases. "We are attempting at all times to keep their enthusiasm at a high pitch," he said, "by offering cash incentives—which they are certainly deserving of."

In conclusion **Gregory** said: "1957 will be a good year for those who make it good! A neat theatre—with good service and no rowdyism—and well-planned publicity campaigns—will not only bring them into the theatre but will give them the desire to come back. We must apply showmanship like we never did before—if we want to look forward to a banner year."

Allied of N. E. Reelects Mullin

Special to THE DAILY

BOSTON, Jan. 31.—**Martin J. Mullin**, president of New England Theatres, Inc., was re-elected president Allied Theatres of New England at annual election of officers held yesterday at the Hotel Touraine. This exhibitor organization, comprising 2 theatres, has no affiliation with a national exhibitor organization.

It was also voted unanimously to pledge full support to COMPTON Academy Awards Sweepstakes.

Others elected at the meeting were **John J. Ford**, chairman of the board; vice-presidents, **Samuel Pinans**, **Charles E. Kurtzman**, **Ben Doming**, **Edward S. Canter** and **Harry Feinstein**. **Frank Lydon** was re-elected executive secretary, and **Stanley Sumer**, treasurer. Members of the board elected were **Walter Brown**, **Theodore Fleisher**, **Joseph Liss**, **Winthrop Knox, Jr.**, **Philip Smith**, **Richard Dobyn** and **Max I. Hoffman**.

Production in France Reaches Post-War Peak

Film production in France for 1937 reached 129, of which 90 pictures were exclusively French, according to a report issued yesterday by the French Film Office here. The figure is the best since pre-war days, the report said.

The remaining 39 pictures were co-productions, including 32 which represented cooperation between France and Italy and seven productions undertaken with other countries.

Color and wide-screen "assume new importance in the making of French films," according to the report. Of the total productions, 58 were in color, while 42 were made a large screen process.

The color breakdown follows: 4 in Eastmancolor, six in Technicolor, five in Agfacolor, three in Ferrani color and one in Gevacolor. As for wide screen, 19 pictures were in CinemaScope, 16 in Dyaliscope, five in Franscope, one in Vistavision, and one in Polyvision.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
JENNIFER JONES • JOHN GIELGUD
in
"THE BARRETTS OF WIMPOLE STREET"
in CinemaScope and METROCOLOR
An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

PEOPLE

Joe Sugar, branch manager of United Artists New York Exchange, has been appointed chairman of the New York Motion Picture Distributors Committee on fund raising plans for the National Conference of Christians and Jews Feb. 17 to 24. The MPDC is the amusement division of the NCCJ.

Eugene Picker, vice-president of Loew's Theatres, has announced that Harry Meyer, manager of the circuit's Fairmount Theatre, has been transferred to Loew's Post Road Theatre, while Irving Gross, manager of the Post Road, has been moved to the Fairmount.

Sam Roth, for 30 years manager of the Stanley Warner Baker Theatre in Dover, N. J., has retired. The next day he and Mrs. Hazel McConville, assistant manager of the house since 1945, were married. They have moved to St. Petersburg, Fla., where they will make their home.

Elmer F. Lux, civic and industry leader in Buffalo and now associated with Houdaille Industries of that city, has been named secretary of the Greater Buffalo Advertising Club, of which Floyd Crawford continues as executive secretary.

Roy A. Brobeck, a vice-president of the B. A. Shearer Theatre Equipment Co., West Coast organization, has been named manager of the firm's offices in Portland, Ore.

Myrtle Clemens has been named secretary of Allied Theatres of Michigan, replacing Mrs. Jean Cupples.

Norris Hadaway, until recently manager of the Alabama Theatre, Birmingham, has been nominated "Man of the Year" for 1956 by the Birmingham Women's Civic Club.

Donovan H. Tyson, vice-president of Allen B. DuMont Laboratories, has been elected treasurer of the organization. Robert W. Norcross, general credit manager, has been appointed assistant treasurer, retaining at the same time his present post. George C. McConeghy, assistant controller, has been promoted to the position of controller.

Jack Kirsch, president of Allied Theatres of Illinois, has been named—for the eighth consecutive year—chairman of the Theatre and Amusement Division in the annual drive for the Chicago Council, Boy Scouts of America.

Ted Schlanger, Stanley Warner Theatres Philadelphia zone manager,

\$250,000 of MGM-TV Put in Pilot Production

Loew's, Inc., has budgeted \$250,000 for the preparation of three or four pilots on television series for presentation during the 1957-58 season, according to Charles C. (Bud) Barry, vice-president in charge of television operations. He is currently completing a week-long sales meeting with his staff here.

Barry, who said that the M-G-M television production will be started by early spring, reported here yesterday that his sales meeting has been highly fruitful for his department's entire sales, advertising, publicity, exploitation, station ownership and production program "was thoroughly discussed."

Defers Trip to Coast

The M-G-M executive said he has put off his proposed trip to the coast for a few weeks to hold further discussions here with agencies and sponsors concerning his organization's television shows, initially scheduled to be based on "The Thin Man," "Scaramouche," and the Andy Hardy stories. "We are currently discussing pre and post pilot sales," Barry stated.

Barry disclosed that his creative board is meeting in Hollywood with writers and people concerned with the preparation of the pilots. "We expect to have the first pilot ready within two months after production starts," he said.

WB Southern Division To Meet at Weekend

DALLAS, Jan. 31 — W. O. 'Ollie' Williamson, Jr., Warner Bros. Southern division sales manager, will preside over a two-day sales meeting Saturday and Sunday of the company's Southern district sales heads at the Statler Hilton hotel here.

Attending the meeting will be Southern district manager Grover Livingston, with headquarters in Dallas, and branch managers Carroll Ogburn, Atlanta; John W. Kirby, Charlotte; J. B. Tomlinson, Jacksonville; Luke Connor, New Orleans; H. C. Vogelpohl, Dallas; Joe S. Young, Memphis, and Don Tullius, Oklahoma City.

Home office executives who will be present include Roy Haines, general sales manager; Norman H. Moray, short subjects general sales manager, Larry Leshansky, supervisor of exchanges, and Robert A. McGuire, auditor of exchanges.

recently appointed commissioner of the Delaware River Port Authority by Governor Leader of Pennsylvania, has been confirmed for that post by the State Senate.

Sue Grotta has announced her resignation as director of press relations for the Society of Motion Picture and Television Engineers. She will leave shortly for a vacation in Florida and will announce a new association upon her return.

Investigations Affecting Industry Will Continue

From THE DAILY Bureau

WASHINGTON, Jan. 31—The Senate has voted to continue several investigations of direct or indirect interest to the motion picture and television industries.

The lawmakers voted to continue the special Senate Committee on Small Business, the Senate Commerce Committee's television investigation, and special judiciary subcommittees on antitrust legislation, juvenile delinquency, patents, and alien property return.

Levy Need Not Proved For Co-Pros.: Davis

By WILLIAM PAY

LONDON, Jan. 29 (By Air Mail). —In an outspoken article under the heading "Film Production Problems," in the "Financial Times," John Davis, managing director of the Rank Organisation and retiring president of the British Film Producers Association, refers to the participation of American-produced British films in the Eady Levy.

Says Davis: "The need for the levy for British film producers has been clearly proved. The need for a levy for British-American films has never been shown."

"British-American films are shown in most foreign countries as American. I feel that there should be an assurance that all or most of the overseas earnings of these British-American films, which are produced and exhibited in the United Kingdom under extremely favourable conditions, will come back to the U.K., if they wish to benefit from the levy."

"In addition, native British film producers should be given the same dollar facilities for the employment of world stars who require payment in dollars as are available to British-American producers because of their dollar connections in the U.S.A."

Dissolve Taplinger-Ruff

Taplinger-Ruff Associates, Inc., the public relations firm which resulted from the recent merger of Robert S. Taplinger & Associates, Inc., and Carl Ruff Associates, will be dissolved effective Feb. 1.

Carl Ruff Associates has moved to new offices here, while the Taplinger organization, now operating under the new corporate name Taplinger Associates, Inc., will continue to function in its present offices.

Boehnel Joins WB

Robert Boehnel has joined the newly-created special "Spirit of St. Louis" unit of the Warner Bros. home office publicity department, it was announced by Meyer M. Hutner, the company's national publicity manager. Boehnel for the past 18 years was a member of the RKO publicity department.

NEWS ROUNDUP

Lewis To Speak on TV

Roger H. Lewis, United Artists national director of advertising, publicity and exploitation, will appear on the "Between The Lines" television program this Sunday over WABD at noon, to reply to recent charges of "lurid and suggestive" motion picture industry advertising. Lewis, who is also chairman of the Motion Picture Association of America's advertising and publicity directors committee, will participate in the panel discussion with New York City Councilman Maurice McCarthy.

Approve SBA Limit Boost

The House of Representatives approved a bill to boost by \$80,000,000 the Small Business Administration's business loan limit in Washington yesterday. The increase, to \$230,000,000, would give the agency leeway to make business loans through July 31. The Senate has passed a bill for a \$65,000,000 increase, to carry the agency through June 30.

Set Brotherhood \$75,000 Goal

A goal of \$75,000 for the fund-raising campaign to be undertaken by New York metropolitan area theatre-men during Brotherhood Week, was set yesterday by Samuel Rinzier, area chairman. Almost 400 theatres in Greater New York are pledged to participate in the inter-faith drive sponsored by the National Conference of Christians and Jews. A total of \$1,000 in U. S. Defense Bonds will be awarded to showmen staging the best Brotherhood campaigns.

Mayo, O'Shea Will Retire

Actress Virginia Mayo and Michael O'Shea, her husband, said yesterday in Kansas City they intend to retire from show business. They were there for stage appearances at the world premiere of "The Big Land" at the Paramount Theatre. O'Shea already has retired from television and Miss Mayo said she would quit the entertainment business when a one-year film contract expires.

Dismiss \$5,250,000 Suit

An anti-trust suit against the major distributors asking \$5,250,000 in damages has been dismissed in New York Federal Court by Judge Archie O. Dawson for lack of prosecution. The suit had been filed by the Allerton Avenue Realty Co. and Combined Bronx Amusements, Inc., operating the Allerton Theatre in the Bronx. It had charged discrimination by the distributors on first runs.

NEWS..

Spot . . . fast in

MOTION PICTURE DAILY

thus providing immediate coverage of the motion picture industry and related fields in reports "concise and to the point"—responsibly edited—written and typographically designed for fast, easy reading . . . with a staff photographer to add points of interest that only the camera can tell. Correspondents throughout the world.

Interpretive . . . comprehensive in

MOTION PICTURE HERALD

presenting the news as current history of the motion picture and its business, using a greater allotment of time to gather together all the facts pertinent to the ultimate meaning of events and opinion, in all of the interests of the American industry, at home and abroad.

QUIGLEY PUBLICATIONS



In the service of the motion picture industry for more than 41 years

See Gordon as Allied Head

(Continued from page 1)

national Allied for the past several years, reportedly is an unwilling candidate for the presidency because of pressure of his business activities. However, conversation around the national Allied drive-in convention which winds up today is that Gordon was prevailed upon by Allied stalwarts to accept the post after Shor, for reasons of health, had definitely removed himself from consideration for another term, and Irving Dollinger of New Jersey Allied, a logical successor to the presidency as treasurer of national Allied, also eliminated himself for private business reasons.

Abe Berenson of Gulf States Allied and Roy Kalver of Indiana Allied, both of whom were considered likely presidential timber earlier when it was doubtful that Gordon could be induced to become a candidate, may

be named to other national offices such as treasurer and secretary, succeeding Dollinger and Gordon, respectively.

Abram F. Myers of Washington, D. C., is expected to be renamed chairman of the board and general counsel.

Indications here also were that Allied board before it adjourns this weekend will clear the way for organization to rejoin the Council Motion Picture Organizations and participate once more in meetings with representatives of distribution and other exhibitor organizations designed to formulate machinery for the arbitration of specified trade disputes between exhibitor and distributor.

Allied withdrew from participation in both several years ago.

REVIEW:

Hot Summer Night

MGM

Hollywood, Jan. 31

The Messrs. Morton Fine and David Friedkin whose co-works in their native Radio and Television have worn such network identifications as "Climax," "Frontier," "Broadway Is My Beat," and so on, present here in their first feature motion picture a melodrama combining the best features of their former media with the freedom from interruption that is the motion picture's exclusive virtue. They use this freedom profitably, building within its larger limitations a degree of suspense not to be achieved between sponsor's commercials.

It is a factor of importance to exhibitors playing the picture that the cast contains no box office giants to make ticket-selling easy, but it's a factor of importance to the customers that the picture packs a full complement of the materials (fighting, killing, crime in general and punishment at long last) that have been the flesh-and-blood of melodrama since memory runneth not to the contrary.

The cast enacting the Fine-Friedkin screenplay is headed up by Leslie Nielsen, as an unemployed reporter who has just acquired a bride (Colleen Miller) and needs a job badly enough to undertake interviewing a fugitive bank-robber (Robert Wilke), who has holed up in a backwoods town in the Ozarks where his long record of successful criminality has made him a local idol. After he has been conducted into the bandit's hideout and concluded his interview, the bandit is slain by a member of his gang (Paul Richards), who holds Nielsen prisoner for ransom by his former newspaper, with intent to kill him whether or not. The outcome is to be seen, not written.

Collaborator Fine is credited as producer, and collaborator Friedkin directed.

Running time, 86 minutes. General classification. Release date, not set.

WILLIAM R. WEAVER

Skouras Drives

(Continued from page 1)

of leading exhibitors and theatre organizations, in both the United States and Canada, as well as by more than 1,000 employees in the company's 39 exchanges in the two countries. It is an expression of the esteem held for Skouras for his outstanding record of service in furthering the best interests of the motion picture industry, Harrison said.

At the meeting the general sales manager further announced that division managers C. Glenn Norris, Martin Moskowitz, Herman Wobber and Harry G. Ballance will supervise the testimonial program.

Cash, Stock Dividends

(Continued from page 1)

intention of supplementing cash dividends with annual stock dividends. The amount of that stock dividend will be dependent upon earnings and other relevant factors. In initiating the cash dividend the directors, of course, hope, without commitment, that it will be possible to maintain the dividend rate.

Disney further stated, "Finance completed in November of 1956 brought working capital to a position where cash dividends could be inaugurated. The current cash dividend rate represents only a small portion of earnings due to the company's heavy requirements for working capital to finance its continuing growth. However, supplemental stock dividends will provide shareholders with the opportunity for higher return on their investment while at same time permitting the company to conserve cash."

Friedman V.P. of Jacob

Samuel J. Friedman has been named a vice-president of The Arthur P. Jacobs Co., and will supervise Eastern publicity for the public relations firm.

VIEW:

The Incredible Shrinking Man U-I

VEL IN CONCEPTION and tightly drawn in execution, this imaginative production falls between science fiction and horror in category without being directly classifiable in either. It makes the incredible seem credible by juxtaposing it with ordinary happenings and things. Without cast of exploitable value, the picture must depend on this ingenuity for its box office impact.

The players, if comparatively unknown, are exceedingly competent. Grant Williams, leading a normal happy life with his wife, Randy Stuart, while on a boating trip is drenched by a mysterious clinging fog, presumably atomic fall-out. Months later he notices he is losing weight and weight. Raymond Bailey, his doctor is disbelieving at first but is convinced by comparative x-rays.

The shrinking process continues slowly but steadily, is halted briefly when medical research finds a serum the doctors believe will halt the reverse growth of Williams' cells, but resumes inexorably. Williams is reduced to doll-size, then doll-size, finally no bigger than an insect. At this point he accidentally falls into the cellar of his home and begins an agonizing struggle for existence in a world of ordinary things made terrible by his size.

The tricks of photography necessary to achieve the effect are sufficient to convince the audience of the reality of what they see and the unexpected climax will leave them talking to a degree that should have a measurable effect on the box office.

Production is by Albert Zugsmith, direction by Jack Arnold, and the story and well-contained screen play is by Richard Matheson who wrote the novel on which it is based.

Running time, 81 minutes. General classification. For April release.

J. D. IVERS

RKO Workers Toll-TV Post

(Continued from page 1)

RKO Radio films made prior to last week, 31, will terminate their association with the company today. The bulk of those remaining will leave the company next Friday, Feb. 8. Most of those leaving today are employed in the company's 32 exchanges, though more than 100 home office employees are included.

Some to Stay Beyond Feb. 8

A negligible number remaining beyond Feb. 8 will leave as holdovers in their departments is completed. One person from each RKO exchange will be assigned on a temporary basis to a Universal exchange to aid in the transition of operations. Such assignments are expected to last from 60 to 90 days.

Among those leaving the RKO home office, Joseph G. Aurichio, a 25-year veteran with the company, who for several years past has been supervisor of the photo department, has been named vice-president in charge of sales of J. J. K. Copy Art, commercial photographers. His appointment was announced, effective Feb. 11, by James J. Kriegsmann, president.

On Durante Comm.

Nat Kalcheim, executive at the William Morris Agency, will act as chairman of the entertainment committee for the entertainment industry tribute to Jimmy Durante. The event will reach its climax with a dinner, sponsored by the Jewish Theatrical

(Continued from page 1)

Committee as secretary-treasurer since its inception several years ago, assumes the position held by the late Alfred Starr. The other co-chairman of the committee is Trueman T. Rembusch of Allied States Association.

Long active in industry affairs, Harling is assistant treasurer of TOA and a director of the Metropolitan Motion Picture Theatres Association. In addition, he has served on the National Exhibition Theatre Television Committee and the National Exhibition Film Finance Committee.

Says TOA's 'Still Opposed'

Stellings said in a press conference yesterday that "TOA is still opposed to subscription television and this medium's use of the free air waves. However, we have formulated no policy concerning wired pay television and therefore will closely watch the forthcoming scheduled tests in Oklahoma. We also will keep our eyes on these Oklahoma tests as the local theatre might become the focal point of wired subscription television."

The TOA president, in response to questions, also said that he is opposed to current releases being shown on television. "We hope that a new clearance schedule, say six to eight years, can be worked out between theatres and television," he said.

Guild, at the Waldorf-Astoria on Sunday night, March 17. Proceeds will go to various theatrical charities.

Television Today



MEL ALLEN'S the "Best Sportscaster" in Television, editors have voted; and, above, MOTION PICTURE DAILY columnist Pinky Herman gives Allen his Television Today Award of Achievement. Fame magazine polled the newspaper editors.

Five NBC Educational Producers Are Named

Five producers have been named for the five programs the National Broadcasting Co. will offer under its plan to provide the first live programming ever to be produced exclusively for educational TV stations on a nationwide basis. They are David Lowe, Brice Howard, William Parish, Charles Polachek and Dorothy Culbertson, all well-known in the broadcasting field.

Announcement of their appointment came from Edward Stanley, NBC manager of public service programs, who heads the project. Lowe will produce the mathematics program; Howard the American government program; Polachek the music program, which is to be a survey of the history of opera, and Mrs. Culbertson, the world geography and economics program.

J. Walter Thompson Sees TV Color 'Soon'

J. Walter Thompson Company, which operates its own closed circuit television net, is following the pattern of the big networks by adding color programs. Beginning this week, the advertising agency is giving clients the opportunity to witness pre-tests of commercials in either full color or black-and-white. The agency also will use color telecasts to develop talent for its clients. "We believe that practical commercial color television is just over the horizon," Norman H. Strouse, president of J. Walter Thompson.

Sclerosis Telethon Set

A "strong" entertainment lineup of entertainment talent has been arranged for the first Multiple Sclerosis telethon, scheduled for Feb. 9-10, on WOR-TV, Channel 9, it is announced by Eddie Elkort, talent chairman.

Who's Where

The election of Leonard O. Fischer as a director of Official Films, Inc., distributors of television film series, has been announced by Harold L. Hackett, chairman of the board and president. Fischer fills a vacancy on the board created by the resignation of Herbert Jaffe.

Three promotions in NBC Research and Planning have been announced by Hugh M. Beville, Jr., vice-president, planning and research. The new appointments are: Dr. Thomas E. Coffin, director of research; Allen R. Cooper, director of corporate planning; and James H. Cornell, staff assistant, program planning.

Stephen Strassberg, publicity director of stations WABC and WABC-TV, New York has been promoted to assistant director of press information of the American Broadcasting Co., it is announced by Hank Warner, director of press information. Heyward Ehrlich has been appointed publicity director of WABC, WABC-TV.

Arthur Perles has been appointed director of press and publicity for California National Productions, Inc., NBC subsidiary, Robert D. Levitt, president, has announced. Perles left CBS Television after 18 years of press and merchandising administrative duties with the Columbia Broadcasting System.

Attempt to Stop Sale Of Wash. Station Halted

WILMINGTON, Del., Jan. 31. — Chancellor Collins J. Seitz yesterday dismissed here an attempt to block the sale of Washington's Good Music Station.

The Good Music Station, Inc., and four of its directors were the defendants in the court of chancery case brought by Lawrence M. C. Smith, another director who also owns Philadelphia's Good Music stations — WFLN-FM.

Holder of a little over 16 per cent of the stock of the Washington station, Smith had been attempting to halt by injunction the sale of the station — its call letters are WGMS — to RKO Teleradio Pictures, Inc., the parent of the Mutual Broadcasting System.

MTP Acquires 4 Films

Four film features—"Roll Along Cowboy," "Rawhide," "Hawaiian Buckaroo" and "Panamints Bad Boy"—have been acquired for distribution by Major Television Productions, according to Irving M. Lesser, president. These features will be released to syndicates, advertising agencies or sponsors.

TOA Still Searches For Executive Director

Theatre Owners of America has not given up in its search for an executive director and currently has six candidates under consideration, according to Ernest G. Stellings, president.

Stellings, who also disclosed that TOA expects to retain the services of a field man shortly, said that TOA hopes to reach a decision on the executive director by March 3, when its board of directors and executive committee meets in Chicago.

Arbitration

(Continued from page 1)

ferences here this week. TOA asked the heads of the distribution companies whether their companies were willing to meet with representatives of TOA and other exhibitor groups which may wish to join in the movement, with a view to establishing an industry system of arbitration, in accordance with the 1953 and 1956 Senate Small Business committee reports.

Five on Committee

The TOA Arbitration Committee is composed of Mitchell Wolfson, S. H. Fabian, Sam Pinanski, Stellings, Herman M. Levy, general counsel, and George Kerasotes, alternate.

"We hope to be able to sit down with the distributors and work on arbitration as soon as possible," he said, adding that TOA expects Allied States Association to cooperate in the work. "I expect to hear from Allied at the conclusion of their board of directors meeting in Cincinnati," Stellings said, pointing out that this exhibitor group has had a committee on arbitration—Abc Berenson, Rube Shor and Abram F. Myers—for some time.

Platform Not Clarified

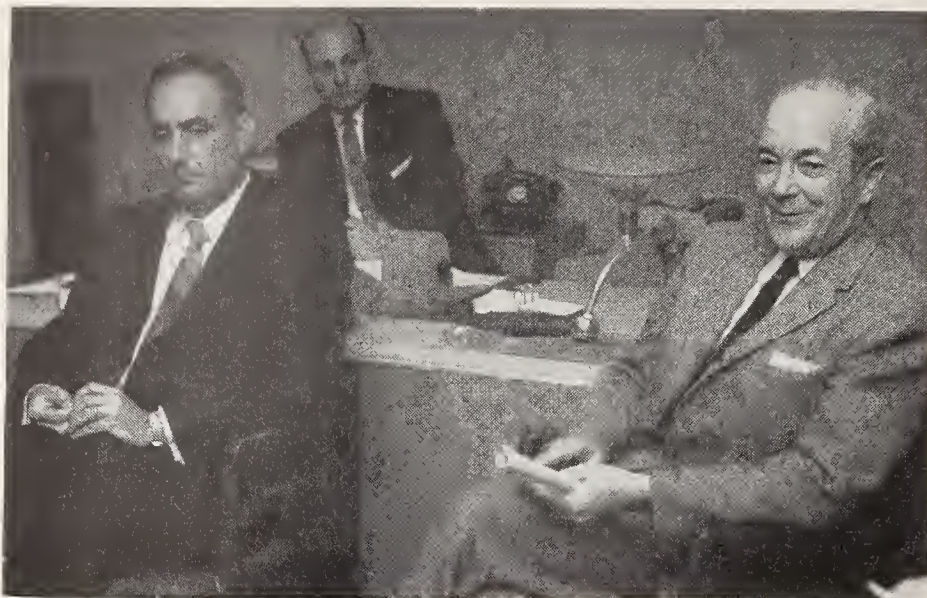
Stellings did not expound on the TOA arbitration platform, but said that certain items in the old drafts would be taken up and others rejected.

Toronto Pioneers Name New Board of Directors

TORONTO, Jan. 31—The 16th annual meeting of the Toronto branch of the Canadian Picture Pioneers has elected Jack Arthur, Len Bishop, Eddie Harris and Lionel Lester to the board of directors.

Seven of the 11 directors were re-elected. They were Clare Appel, R. W. Bolstad, Dan Krendel, Archie Laurie, George Oullahan, Morris Stein and Tom Daley. The directors will choose the officers for the new term at their first meeting.

Ten new members were inducted into the organization. Oscar Hanson, head of the trust fund urged greater fund-raising activity.



ERNEST G. STELLINGS at the TOA office yesterday; with him, George Kerasotes; and, rear, Joseph Alterman.

Stellings Lauds Distributors

(Continued from page 1)

this year as at least 40 more films will be distributed than in 1956;

TOA will hold a more elaborate foreign film festival in conjunction with its 1957 annual convention in Miami Beach, Fla., at the Carib Theatre and that the public will be invited to attend also.

Sees More Good Films as Key

The national exhibition leader, in complimenting distribution, said "there is no problem in this industry that more good pictures can't solve. The recent systematic and orderly release of good quality pictures has immeasurably improved general industry conditions. While 1956 was relatively a poor year, 1957 has started off on the right foot.

"My predecessors and I, and the officers and directors of TOA, have worked hard for years to see this come about. All of us are extremely grateful and appreciative of the co-operation now being received from the various film companies to this end. It is hoped that this enlightened policy will be continued. It can insure the future of this industry with beneficial results to all segments of our entire business."

Accompanied by Kerasotes

Stellings, along with George Kerasotes, chairman of the executive committee, and other TOA leaders, met with various distribution companies during the week in regard to several items on the TOA program, including the problems confronting small town theatres. He declined to name the companies with whom he conferred, but it is understood that this week and during his last previous trip to New York from his Charlotte home, Stellings conferred with Universal, Columbia, 20th Century-Fox, Loew's, RKO Radio Pictures, and Paramount.

"Those companies with whom I talked assured me that they will do everything in their power to cooperate with the small town theatre owners to assist in keeping their theatres open," he said, adding "even to the point of considerable assistance in the

area of film rental terms and deals."

As a point of illustration, Stellings said that specific pictures were discussed on which terms nationally have been designated at 50 per cent. "It is recognized that the small town theatres are unable to pay 50 per cent of the gross and continue operating at a profit. In several instances, I was told that the companies in question are willing to negotiate flat rental deals. Furthermore, I was informed that these flat rental terms will not be predicated upon 50 per cent of the anticipated gross of top pictures, but will be set at a figure which should be considerably less than that and which will be reasonable under the circumstances," he said.

Favor Single Association

Kerasotes, in reply to a question concerning day-and-date exhibition between downtown and neighborhood theatres, said that this type of play-date is in effect in his territory in Illinois. He and Stellings also said, in answering another question, that one national exhibition association would be best for the industry.

Commenting on the foreign film festival, Stellings said that TOA assistant secretary Joseph G. Alterman has been in contact with the Miami Beach publicity department regarding the screening of product at the Carib Theatre. "The public would be in attendance at the screenings in the theatre which will have a specified number of seats set aside for the convention delegates and the industry," Alterman said.

Stellings added that TOA's first foreign film directory will be sent out within the next 10 days.

Record 'Ten' Score

The album of the original sound track music from the score of Cecil B. DeMille's production of "The Ten Commandments" will be brought out by Dot Records, Inc. under arrangements consummated by DeMille, Y. Frank Freeman, Paramount Pictures studio head, and Randy Wood, president of Dot Records.

But Will They Keep It Snow-white?

TULLYTOWN, Pa., Jan. 31 school here has been named for Disney. The choice of a name for new structure was not that of the town fathers; it was that of the children. The Disney School, as called, is ultra-modern, with classrooms named for Disney characters.

WB Investin

(Continued from page 1)

exhibition," the Warner Bros. stated.

"The exceptional box office performance of such recent and current leases as 'Moby Dick,' 'The Bad Seed,' 'Giant' and 'Baby Doll' have been inspiration for our forthcoming production plans. The vast attendance being accorded these pictures other companies' top product, here and abroad, is proof that public is prepared to give unequal support to all worthwhile motion picture entertainment."

Points to 'St. Louis'

Among the films mentioned in statement by Warner was "Spirit of St. Louis," which cost \$1,000,000, he said. Properties currently in various stages of production include "No Time for Sergeants," "Sayonara," "The Old Man and the Sea," "The Story of Mankind," "A Face in the Crowd," "Band of Angels," "The Prince and the Showgirl," "The Jama Game," "Lafayette Escadrille," "Bombers B-52," and "The He Morgan Story."

Among pictures scheduled to go before the cameras shortly are "Aunt Mame," "The Nun's Story," "Daddy Yankees" and "Marjorie Morningstar," Warner added.

Eleven Being Readied

Among other Warner purchases being prepared for early production are "Too Much, Too Soon," "Death of Sand Flea," "Onionhead," "Daddy Rangers," "The Deep Six," "The Whip," "Yellowstone Kelly," "Birdman of Alcatraz," "The Saga of Billy the Kid," "Young Strangers," and "Ten of Hollywood."

Warner, who has been in New York for the past two weeks, is scheduled to return to the company's Burbank studios this week-end.

To Award Hoover

WASHINGTON, Jan. 31 — The National Association of Radio and Television Broadcasters said it would give its 1957 keynote award for distinguished service to former president Herbert Hoover. The award will be given him for work he did to aid the development of broadcasting while Secretary of Commerce in the early 1920's. The award will be made on April 9 at the NARTB's annual convention in Chicago.

MOTION PICTURE DAILY

81, NO. 24

NEW YORK, U.S.A., MONDAY, FEBRUARY 4, 1957

TEN CENTS

Production Plans

ABC To Watch B-PT Activity With Interest'

es 'Integration Move' Its Annual Report

By J. A. OTTEN

WASHINGTON, Feb. 3.—The Senate Small Business Committee said it would watch with interest efforts by American Broadcasting - Paramount Pictures to produce feature films. The committee made the comment in its annual report for 1956. Sections of the report dealing with the motion picture industry mostly rehashed the committee's earlier special report on film hearings, including the conclusions and recommendations in the earlier report dealing with arbitration. (Continued on page 2)

Schlaifer Appointed Assistant to Velde

J. (Jack) Schlaifer has been appointed assistant to James R. Velde, Allied Artists general sales manager, in the newly-created post, Velde announced at the weekend. Schlaifer's assignment marks his return to the U.A. where he has held a number of key positions since 1933, most recently serving in 1954 and 1955 as special representative.



L. J. Schlaifer

Schlaifer entered the industry in 1922 with the Warner Features exchange. (Continued on page 2)

Boxing Chart on Page 6

MOTION PICTURE DAILY's boxing chart, listing releases of the major film companies for the months of December, January, and February appears in this issue on page 6.

Republic Net \$1,023,401

Republic Pictures Corp. and its subsidiaries had a net profit of \$1,023,401 before Federal taxes for the 52 weeks ended Oct. 27, 1956, the company reported at the weekend. Estimated Federal taxes were \$265,000, the report states, leaving a net after taxes of \$758,401.

For the previous year, the 52 weeks ended Oct. 29, 1955, Republic and its subsidiaries reported a net profit of \$3,334,034 before Federal taxes and reserve for contingency of \$550,000. Estimated Federal tax on income for that period was \$1,865,000 or a net after taxes and reserve of \$919,034.

Additional details of the financial report for the 1956 period were not revealed by the company.

Six Circuits Will Enter Sweepstakes Promotion

Six circuits, representing a total of 341 theatres, have advised the Council of Motion Picture Organizations they will participate in the Academy Award Sweepstakes, to be held from Feb. 19 to March 26. Three individually owned theatres also have given notice of their intention to take part.

The Stanley Warner circuit, with 231 theatres, advised Robert W. Coyne, COMPO special counsel, that it would participate in the project. William Dipson, who operates 38 theatres. (Continued on page 3)

Investment Survey:

Predicts Film Prosperity in '57; Sees Theatre Domination of TV Likely

The motion picture industry is likely to enjoy a "prosperous 1957" and continued improvement for the ensuing several years, the Value Line Investment Survey, published by Arnold Bernhard & Co., investment advisers, states in its current issue, out today.

The report points not only to improved product available to theatres but also to its belief that "Over the next few years the average American will probably have more money for recreation and more leisure time for entertainment. Also," it adds, "the population of Hollywood's most important customer group, the 15 to 24-year olds, will expand significantly in the years which lie ahead."

MPIC Offers New Film For Projector-Alignment

From THE DAILY Bureau

HOLLYWOOD, Feb. 3 — Motion Picture Research Council director William F. Kelley on Friday announced the availability, through the council, to theatres, manufacturers and servicing agencies a new all-purpose projector-alignment film, which can be used for all 35mm apertures. All aspect ratios, for both anamorphic and flat prints, can be checked for ghosts or irregularities by this film.

Standby Order On Loew Debt

By LESTER DINOFF

Federal Judge Edmund L. Palmieri of the United States Southern District Court has issued a standby order setting aside the Department of Justice deadline of Feb. 6 by which Loew's, Inc., was required to divide a funded. (Continued on page 3)

AA Loses \$798,000 In 26-Week Period

Operations of Allied Artists Pictures Corp. and its wholly owned subsidiaries for the 26-week period ending December 29, 1956, unaudited, resulted in a net loss before federal income taxes of \$798,000 as compared with a net profit of \$385,000. (Continued on page 3)

Shor Tells of Letter

Allied Appeals To Presidents For Arbitration

TOA Said to Have Joined Plea; Board Keeps EDC

By RAY GALLO

CINCINNATI, Feb. 3.—The text of a letter sent to all company presidents asking for action in the establishment of an industry arbitration system was released here Friday by Ruben Shor, retiring president of Allied States Association, following a meeting of the board of directors. Another letter, almost identical in subject matter also was sent by Theatre Owners of America, Shor said.

The letter called attention to the recommendations of the Senate Small Business Committee. (Continued on page 3)

Elect Zanuck Member Of 20th-Fox Board

Darryl F. Zanuck has been elected a member of the board of directors of Twentieth Century-Fox Film Corp., it was announced at the weekend by Spyros P. Skouras, president of the company. Zanuck, who resigned last year as vice-president in charge of production at Fox to devote himself to independent film production, will also join the company's finance committee.



Darryl Zanuck

Zanuck's career has been closely tied to the company. (Continued on page 3)

Television Today

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7

PERSONAL MENTION

ALEX HARRISON, 20th Century-Fox general sales manager, and Mrs. HARRISON left here over the weekend by plane for a vacation in Honolulu.

LEO F. SAMUELS, Buena Vista president and general sales manager, and JESSE CINICH, Western division manager, have returned to New York from the Coast.

ERNEST STELLINGS, president of Theatre Owners of America, returned to Charlotte from here at the weekend.

RICHARD CARLTON, sales vice-president of Trans-Lux Television Corp., left Minneapolis yesterday for Denver and Los Angeles.

DOUGLAS FAIRBANKS, Jr., arrived here yesterday from London via B.O.A.C.

MARTY WOLFE, Altec Service Co. sales manager, will return to New York today from California.

MICHAEL REDGRAVE, left here yesterday for Saigon, Vietnam.

GEORGE KERASOTES, chairman of the executive committee of Theatre Owners of America, has returned to Springfield, Ill., from New York.

Report on India Heads MPEA's Meet Agenda

A report on Indian film taxation will be given to the board of directors of the Motion Picture Export Association in a session here tomorrow afternoon to consider an agenda heavy with foreign problems.

Charles Egan, newly-appointed MPEA representative in India, will present the report to the board. Egan returned here from Bombay last week following a quick visit to that market.

The MPEA board will also discuss the Danish and Spanish film situation, besides sales to East European countries and the five picture limitation agreement in selling American product to Iron Curtain nations.

Other matters on the agenda include selling dates in Germany; a status report on Turkey; a report by Robert Corkery, MPEA vice-president, on Central and Latin America; film licenses in Israel and Belgium, and film bookings on the Canadian Pacific transportation lines.

Michigan Allied Head Pledges Harrison Support in Campaign to Reopen Theatres

Special to THE DAILY

DETROIT, Feb. 3.—Milton H. London, president of Allied Theatres of Michigan, Inc., has sent a letter of congratulations to Alex Harrison, 20th Century-Fox general sales manager, regarding the latter's statement of his company's plans to assist exhibitors in reopening closed theatres. London read the story as it appeared in the January 24 issue of MOTION PICTURE DAILY.

The letter said in part: "This action shows a maturity and statesmanship on your part which our industry desperately needs. Allied Theatres of Michigan strongly believes that the ills which presently afflict the motion picture industry are not so much due to external influences, such as television, as they are the inevitable product of strife within the industry itself. We feel that if all the inter-dependent branches would cooperate to bring peace to the motion picture industry, prosperity would certainly follow.

"Let me assure you that we stand ready to cooperate with you and to implement your announced plans in every way possible."

H. F. Cohen Dies; Was Leading N.O. Exhibitor

NEW ORLEANS, Feb. 3.—Funeral services were held here Friday for Harold Francis Cohen, veteran motion picture industry executive of this city, who died last Wednesday in Bay St. Louis, Miss., following a heart attack. He was 54 years old. Cohen operated his own distribution office here at the time of his death—Harold F. Cohen Enterprises, Inc.

Cohen began his industry career in 1923 as salesman for Producers Distributing Corp. He was with Pathe and RKO later and in 1940 joined United Artists. In 1941 he became associated with the late Arthur Bromberg of Monogram Southern Exchanges.

In 1949 he joined E. V. Landache as partner with the Screen Guild Franchise. After a year the partnership was dissolved, with Cohen taking over the Lippert franchise. Two years ago he formed his own company.

Survivors include his widow, one son and a brother. Interment was in St. Louis Cemetery No. 2.

Hunter in 'Louis' Tour

Actor Tab Hunter will assume a new role this week when he begins a cross-country tour as press agent for a motion picture in which he does not even appear. "The Spirit of St. Louis." Hunter requested permission from Warner Bros. studios to make the trip, offering to postpone his vacation in Europe.

O'Donnell on Comm.

Robert J. "Bob" O'Donnell, general manager of the Interstate Circuit, will act as Texas chairman of the entertainment industry tribute to Jimmy Durante, it was announced by Harry Brandt, chairman of the coordinating committee.

Big '57 Seen

(Continued from page 1)

hand. Quality is gradually being identified with the motion picture industry. Indeed, movie theatres (their wide, curved screens and stereophonic sound) can offer audiences the opportunity to participate vicariously in film experience to a degree that probably cannot be equalled even by color or subscription television presentations for many years to come.

"Not too long ago," the survey serves, "Hollywood nearly collapsed under relentless TV competition. Today, its products dominate the waves. Theatre attendance is up; live show audiences down."

Schaefer Named

(Continued from page 1)

change in Minneapolis. The following year he managed the Universal Pictures exchange in Seattle, later operating his own states rights exchange in Chicago. In 1919 he rejoined Universal, where he held division manager, sales manager and theatre operations manager posts.

In 1928 Schlaifer moved over to UA and became associated with Edward Small Productions in 1940 as vice-president. He successively held key sales positions with 20th Century-Fox, Allied Artists Monogram and Eagle-Lion. After leaving UA in 1955, he was associated for two years with the George Schaefer organization.

SBC to Watch

(Continued from page 1)

competitive bids and other subjects.

Noting that the earlier report opposed exhibitor proposals that divorced circuits be permitted to make pictures with preemptive rights on showing them, the annual report observed that since the earlier report AB-PT had announced its plans to produce pictures for first showings at Paramount Theatres. "This move to integrated operation will be watched with considerable interest by all segments of the industry, by your committee, and by the Department of Justice," the report said.



"You've done it again, J.B.!... great rushes... sure hit!"

"You really think so?"

"Absolutely! Great family appeal. It'll pack them in."

"H-m-m-m. How'll we promote it?"

"Let's see. Big picture. Family picture. Calls for the big family magazine—The Saturday Evening Post, of course!"

"Full page or spread?"

Allied Plea

(Continued from page 1)

ess Committee for the setting of arbitration system. These recommendations were made on Aug. 2, and July 27, 1956. The presidents were told that Abe Berenson, New Orleans, Abram F. Myers, al counsel, and Shor had been nted as a committee to meet with company heads.

e major points on the board's la were not reached at the Fr- sessions, the principal items have- been put over until Saturday for deration. This included the elec- of officers, with election of Julius on to the post apparently as- as predicted in MOTION PIC- DAILY on Friday. The new presi- for the first time in Allied his- will take over the duties of the immediately following the elec-

EDC Continued

ie board did, however, endorse continuance of the Emergency nse Committee and agreed to cipate in an all-out campaign e complete elimination of the ssion tax. It was stated that in- ch as the smaller theatres bene- the most from the reduction e tax that the exhibitors operat- hose theatres should help out in er to aid the bigger theatres. The ritors also endorsed Senator Ful- at's bill which would put a 25 cent tax on the first \$25,000 of ess, and 35 per cent on all busi- over that figure. This was re- ad as a help to small exhibitors. as indicated that the possibility llied holding a joint meeting with tre Equipment and Supplies ufacturers Association in Miami November was not completely doned. Merlin Lewis, executive tary of TESMA, was here to with the Allied board, but he not met with the directors as of Friday.

ior said that an Allied-TESMA p was not likely but that a pos- ibility still existed.

Frank Allara President

West Virginia Allied

INCINNATI, Feb. 3.—Frank Al- of Matewan, W. Va., was elected ident of Allied Theatre Owners of t Virginia at a meeting here of the s board held in connection with Allied Drive-In Theatre Owners ention. Joseph Buffa of Mt. Hope elected secretary-treasurer, and eesling of Bramell vice-presi- ed. Floyd Price of Charleston was ed national director.

Znuck Elected

(Continued from page 1)

ven with Twentieth Century-Fox e the merger of Twentieth Century ures and the Fox Film Corp. in 5. He is currently completing his production in England, "Island in Sun," based on the best-selling el by Alec Waugh.

REVIEW:

Fear Strikes Out

Alan Pakula—Paramount

SEVERAL VERY EFFECTIVE performances by outstanding players such as Karl Malden, the newcomer Anthony Perkins, and Norma Moore lend distinction to this telling of the unusual story of Jim Piersall, the major league ball player whose compulsion to be a winner, instilled by his father, drove him to a nervous breakdown from which he fought back to become a star of the Boston Red Sox.

More than being merely the story of a parental ambition which demanded more of the boy, Piersall, than his mind and body could give, "Fear Strikes Out" is a story of success achieved despite great odds, and a frequently touching love story, as well. While baseball happens to be the motivating factor in the youth's life, this is not what can rightly be called a "baseball picture." The sport is background. The plot does not turn on the outcome of a game nor on the feats of the star on the diamond. It could as well be the business or professional world, as the sports world, for whose recognition the youth strives. Thus the film's appeal is by no means limited to followers of the game.

Perkins' performance as Piersall is impressive and seems certain to further enhance the personal following won by his recent appearance in "Friendly Persuasion." Malden, as the father whose driving ambition deprives the boy of a normal youthful life and ultimately of his mental balance, gives his expected fine portrayal. Miss Moore, as the young nurse whom Piersall falls in love with and marries, and who remains loyal to him during the period of his adversity, is a pleasing personality whom audiences will remember. Perry Wilson, as the mother; Adam Williams, as Piersall's psychiatrist, and Peter Votrian as Piersall as a boy are all quietly effective in their important roles.

Robert Mulligan's direction brought restraint and understanding to what could have been sensational and flamboyant scenes. His discretion adds much to the worth of the Alan Pakula production. Ted Berkman and Raphael Blau wrote the screenplay from a story by James A. Piersall and Albert S. Hirshberg. Properly exploited, it should be a good draw in all situations.

Running time, 100 minutes. General classification. Release, not set.

SHERWIN KANE

Allport Denies MPA BFPB Discussion Held

From THE DAILY Bureau

LONDON, Jan. 30 (By Air Mail). —The following statement was issued last night by F. W. Allport European manager of the Motion Picture Association of America: "Garbled reports have reached the trade press of a meeting in New York last week between Eric Johnston, president of the MPA, and presidents of the MPA member companies."

Allport's reference is to an unofficial report, not published in MOTION PICTURE DAILY, that Eric Johnston had proposed to the MPEA board on Jan. 25 that the American industry endeavor to work out by negotiation arrangements for settling by negotiation subjects in dispute prior to the enactment of new legislation.

The statement continued: "The meeting was called to deal with questions that have arisen in relation to the companies' West Coast operations and was devoted primarily to them."

"There was no discussion on British matters other than a general report on the status of current film legislation."

"No discussions between the Motion Picture Association and British Film Producers are planned to my knowledge."

Fund Extension

(Continued from page 1)

debt of \$30,000,000 between the production-distribution organization and the theatre operation.

Following a closed door hearing on Friday, at which Charles C. Moskowitz, vice-president and treasurer of Loew's, Inc., and Leopold Friedman, president of Loew's Theatres, Inc., testified, Judge Palmieri announced that he "has suggested a standby order to enable the court and Loew's to deal with the matter most effectively."

The hearing before Judge Palmieri was the second during the last week as the court delayed signing an order last Wednesday in which Loew's Theatres would have assumed no more than \$5,000,000 of the funded debt which is currently held by eight insurance companies.

By the issuing of a standby order, Loew's has an indefinite period of time in which to seek a division of the funded debt. However, the company still has only until March 8 to distribute its stock.

Also in attendance at the hearing were Benjamin Melniker, vice-president and general counsel for Loew's, Inc., S. Hazard Gillespie, attorney, and Maurice Silverman of the Anti-trust Division of the Department of Justice.

Six Circuits

(Continued from page 1)

atres in New York, Ohio, Pennsylvania and West Virginia, said he would organize promotion on a circuit basis.

C. F. Motley, vice-president of the Video Independent Theatres of Oklahoma and Texas, advised Coyne that 22 of the large theatres in his circuit would participate.

Nine of the largest Arizona theatres of the Harry L. Nace circuit also will take part in the promotion, according to Jack Van Leer, booker and film buyer. Walter L. Reade, who operates 33 theatres in New York and New Jersey, advised Coyne that all of his theatres would cooperate.

Lloyd G. Wineland, who operates eight theatres in the District of Columbia and Maryland, stated that all of his theatres would take part in the project.

Individually operated theatres which announced their participation were the Ioka Theatre of Exeter, N. H., the Plaza Theatre of Windsor, Conn., and the Plaza Theatre of Paterson, N. J.

12 Categories Listed In Sweepstakes Contest

The 12 of the 27 Academy Awards categories in which participants in the Academy Award Sweepstakes will be asked to name the winners were announced at the weekend by the Council of Motion Picture Organizations.

They are: best performance by an actor, best performance by an actress, best performance by an actress in a supporting role, best performance by an actor in a supporting role, best achievement in direction, best song, best motion picture, best motion picture story, best achievement in costume design (color), best scoring of a musical picture, best music score of a dramatic or comedy picture, best achievement in cinematography (color).

AA Loses \$798,000

(Continued from page 1)

708 for the corresponding period in the previous year. This was announced here by S. Broidy, president at the weekend.

In the 26 weeks ending December 29, 1956, a credit of \$346,000 was provided for estimated refund of federal income taxes, whereas for the corresponding period in the previous year a reserve for federal income taxes was set up of \$202,000. The net loss for the period ending December 29, 1956, after income tax credit, was thus reduced to \$452,000 as compared with a net profit of \$183,708 for the corresponding period in the previous year.

The company's picture, "Friendly Persuasion," is tentatively being amortized on a cost recovery basis, and as of December 29, 1956, no profit or loss has been taken into the earnings statement.

The gross income for the last 26 week period in 1956 amounted to \$8,662,686 as compared with \$8,160,763 for the same period in the previous year.

ANNOUNCING THE WORLD PREMIERE THIS MONTH AT R



\$100 PER SEAT FOR THE PREMIERE — FIRST MEZZANINE ONLY — FOR THE BENEFIT OF THE MARCH OF DIMES. INCLUDING G

WARNER BROS.
PRESENT

JAMES STEWART

AS CHARLES A. LINDBERGH IN

the Spirit of St. Louis

"Each year
one motion picture
finds a
special place in
the public's heart.
I sincerely believe
'The Spirit of St. Louis'
will be
that picture
for 1957."

JACK L. WARNER
President, Warner Bros. Pictures



IN CINEMASCOPE AND WARNERCOLOR

BASED ON THE PULITZER PRIZE BOOK BY CHARLES A. LINDBERGH

SCREEN PLAY BY BILLY WILDER AND WENDELL MAYES

PRODUCED BY LELAND HAYWARD • DIRECTED BY BILLY WILDER

MUSIC COMPOSED AND CONDUCTED BY FRANZ WAXMAN



PGNE SUPPER-DANCE AT THE FAMED RAINBOW ROOM, ROCKEFELLER CENTER!

FEBRUARY

Review Date:

VIEWS:

Black Whip

20th Century-Fox—Regal

Hugh Marlowe, Coleen Gray and the lesser-knowns enact with proper ardor for pace and characterization, the Orville Hampton story in Regal's tale of revenge, American Western style. The subject matter, however, necessitates an adult rating.

Your dance hall girls, suspected of conspiring to help a badman, Charles Gray, escape, are sent packing by Sheriff John Pickard. The girls, Angie Dickinson, Adele Mara, Dorothy Dwyer and Miss Gray, end up at a stagestop run by Marlowe and his brother, Richard Gilden.

Charles Gray appears on the scene and begins contesting for Miss Mara's affections. Then adventurer Paul Richards arrives with other outlaws and announces a plan to kidnap the governor of the state. Marlowe tries to prevent the plan, and is aided by a sheriff. After the outlaws come for their just deserts, the girls move on all except Miss Gray, who is tied with Marlowe.

Charles Marquis Warren directed fairly suspenseful results, and Robert Stabler produced.

Running time, 84 minutes. Adult classification. For December release. A. M. W.

Four Boys and a Gun

Security Pictures—United Artists

Teen-agers are on the loose again, this time under the guidance of producer-director William Berks, who laid out this job for Security Pictures with United Artists releasing.

Philip Yordan and Leo Townsend have written a screenplay that has a lot of twists and turns and more than enough dialogue, but the sum total is rather unbelievable hocus pocus about a quartet of boys who turn to a punk setup job at a fight arena for no particularly good reason. Prior to this incident, the boys had all kept out of trouble. The motivations of each for turning up crime are explored, but the whole psychology leaks no end.

Four young actors are introduced. Frank Sutton is a runner for a bookie who wants dough and plenty of it so he can buy his sweetie rock 'n roll nights in the town. Terry Green is a trucker with a crush on his boss' secretary, Diana Herbert, and he also has a wad of dough as the open door to his young lady's favors. Les Franciscus is an amateur boxer who needs the green stuff for his pregnant wife's forthcoming Caesarian delivery, and William Hinant is the wisecracking mama's boy who is determined to prove he's as tough as the rest. The district attorney manages to

**'Oklahoma!' in Todd-AO
Grosses \$8,970,087**

The Todd-AO road show engagements of Rodgers and Hammerstein's "Oklahoma!" in 29 U.S. and two Canada cities have thus far accumulated for its distributor, Magna, a box-office gross of \$8,970,087.60. This was revealed at the weekend by A. E. Bollengier, vice-president and treasurer of Magna Theatre Corp.

A total of 4,672,184 theatre patrons paid an average of \$1.93 per person to see the picture, he said.

Grosz to Fox Post

Paul Grosz has been appointed 20th Century-Fox art manager, it was announced by Abe Goodman, advertising director. Grosz is a veteran of 29 years in the motion picture industry, having filled a number of key art department positions at Universal, Columbia, Paramount and Warner Brothers.

round up all four in short order, since they are out of their league when it comes to robbery and cop-killing, and then things resolve into a cat-and-mouse play to unearth the killer, with none of the four wanting to take the rap. In an inconclusive ending, it looks like all four will go to the chair. Running time, 73 minutes. Adult classification. For January release.

LAWRENCE J. QUIRK

Utah Blaine

Columbia

Gunfire punctuates most of the activity in a Western obviously dedicated to the theory that a Western is for shootin' and fightin' and lots of hard riding. The gun holds a fleeting upper hand for the badmen through the story, and finally it is the gun that lets good triumph over evil.

Rory Calhoun plays a notorious gunslinger known as Utah because he single-handedly brought law and order to a town in that state. The role is adequately performed and the character true to the type: tall, dark, expressionless, careless in appearance but greased lightning with guns and fists. Ray Teal is interesting as an elderly gang leader who gets the idea of "inheriting" ranches by the simple method of murdering the owners' families and filing claims on the "abandoned" tracts. He makes quick decisions and gives complicated orders to subordinates with the polished efficiency of a modern business executive.

Susan Cummings and Angela Blake are two very lovely ranch owners orphaned early in the plot by the persistent gunfire. They're next in line for the treatment until with Calhoun's help they goad the decent townsfolk into taking up arms against the gunmen.

Sam Katzman produced. Robert E. Kent and James B. Gordon did the screenplay from a novel by Louis L'Amour. Fred F. Sears directed. Running time, 75 minutes. General classification. For February release.

Televisión Today

**Accas and Rabinovitz
In New ABC Posts**

The appointments of Gene Accas and Jason Rabinovitz to the twin posts of administrative officers of the ABC Television Network was announced at the weekend by Oliver Treyz, vice-president in charge of the network.

Accas, who returns to ABC in mid-February from his present position as vice-president of the Television Bureau of Advertising, will handle special assignments in the areas of advertising, promotion, research and sales.

Additionally, he will be responsible for the development of sales and program concepts for "Tomorrow."

Rabinovitz, who was previously assistant controller for the ABC Division, will be responsible for the network's financial and business matters and will coordinate network operating and service departments.

**Hold Theatre 'Sneak'
Of New TV Program**

What is believed to be the first "sneak preview" of a new TV film program ever held in a neighborhood motion picture theatre took place Feb. 1 at the Lake Theatre in Oak Park, a suburb of Chicago.

The series previewed was "Tugboat Annie," produced by Television Programs of America, Inc. The tie-up was made between Ed Silverman, president of S.&S. Theatres, owners of the Lake Theatre, and Michael M. Sillerman, executive vice-president of TPA.

The preview was supervised by Bruce Eells, Western division vice-president of TPA. S.&S. operates the Oriental and Woods Theatres in the Loop and is one of the largest exhibitor circuits in Illinois.

Hike TV Color Price

CAMDEN, N. J., Feb. 3—Increases of \$45 to \$50 in the nationally advertised prices of three of the ten models in the current line of RCA Victor color television receivers, effective immediately, were announced at the week-end by Charles P. Baxter, vice-president and general manager, RCA Victor Television Division.

'Panic!' on Weekly

"Panic!" a series of suspense dramas, will become a weekly feature on NBC-TV starting March 5. The new series, which will be presented in the time-period of "Noah's Ark," will be sponsored on alternate weeks by Chesterfield cigarettes and Max Factor. The respective agencies are McCann-Erickson, Inc. and Doyle Dane Bernbach, Inc.

IN OUR VIEW

IN the course of his Thirtieth Anniversary address recently in Miami, Robert W. Sarnoff, president of NBC, referred to an advertisement which appeared when NBC was born, in which the company president's job was described. It said in part: "One of his major responsibilities will be to see that the operations . . . reflect enlightened public opinion, which expresses itself so promptly the morning after an error of taste or judgment or departure from fair play."

The observations which follow are not designed to reflect specifically on NBC or any one operation in particular, but have decided reference to the whole television picture. There have been at least a couple of very recent cases in point, which can be forgiven on the theory that everyone is entitled to an occasional slip, but should not be forgotten—in order to prevent recurrence. One was the misinterpretation placed on a scene in a Kraft show by some viewers, the other the badly mangled Tonight opening show wherein expressions and demeanor were permitted which should never have been allowed.

Recently Rabbi Edgar F. Magnin of Los Angeles wrote in an article: "The industry itself should adhere to highest standards and there should not be any form of compulsory censorship for television." That kind of expression from those people who do much to mold public opinion is in the best interests of the business. It is the better part of wisdom, certainly, for the industry to see to it that such opinion-makers are given no cause to change their minds about the need for censorship.

It should not be necessary to reiterate here that the woods are full of do-gooders who are lying in wait, ready to pounce upon such public services as television, crying for control—and censorship. Let's give them no ammunition.

—Charles S. Aaronson

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SLASHED!**

Guaranteed RAPIDWELD process restores used, worn film, removes scratches — RAPIDTREAT protects new film. And hundreds of showings to any film! Cut costs drastically!

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Costume by Clare Potter

You feel very special on Red Carpet flights*

When you walk along the Red Carpet to your waiting United DC-7 Mainliner® of course you feel like a star of stage or screen! And you're greeted like one, too. That's only a part of *Red Carpet Service!*

Here, on the world's fastest airliner, you'll find luxurious, relaxing surroundings. Like a pre-dinner cocktail? It's served in an individual decanter. Dinner? M-m-m-m! Especially prepared for you by United's own master chefs.

Then a restful doze . . . You can't be there already! You *are*. And after you leave your big Mainliner your luggage is brought to you extra-fast. What a wonderful way to travel—Red Carpet Service!



World's fastest airliners—United DC-7s! 4 Red Carpet nonstop flights daily from New York to San Francisco and Los Angeles. Convenient return service.

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MOTION PICTURE DAILY

Concise
and
to the
Point

QP

All
the News
That
Is News

QP

V. L. 81, NO. 25

NEW YORK, U.S.A., TUESDAY, FEBRUARY 5, 1957

TEN CENTS

Association Readied

AOA Will Urge SBC Approve Theatre Loans

Association Seeks Set-up Similar to FHA, RFC

By LESTER DINOFF

Theatre Owners of America, in a petition, which is currently being prepared, will urge the Senate Small Business Committee to recommend to Congress and the Small Business Administration that theatres be eligible for governmental loans for real estate mortgage purposes, it was reported here yesterday.

The brief is being prepared by a
(Continued on page 6)

For More Circuits, Theaters Join 'Sweeps'

Four more large circuits, with a combined total of 285 theatres, and other circuits and individual theatres to the number of 100 or more, are sent in their entries for the Academy Awards Sweepstakes, to the Council of Motion Picture Organizations, it was announced yesterday.

D. Martin, whose circuit operates nearly 150 theatres in Georgia,
(Continued on page 3)

Admission Taxes Hit Minn. Committee

The Minnesota Governor's Tax Committee, in a recent report by Orville L. Freeman, does not favor upon local admission as revenue-raising measures, CPO reported yesterday.

The committee said: "Many cities levy general sales, excise and admissions and amusement taxes, but
(Continued on page 3)

Television Today

Page
7

Allied Announces Dates For '57-'58 Meetings

Special to THE DAILY

CINCINNATI, Feb. 4—The 1957 national convention of Allied States Association will be held either the week of Oct. 20th or 27th at the Concord Hotel in Kiamesha Lake, N. Y., it was announced here.

The 1958 national drive-in convention of Allied will be at the Kentucky Hotel, Louisville, Ky., from Feb. 9 to 11. At this convention, national Allied's mid-winter board meeting will precede the trade show and drive-in meeting, on Feb. 8-9.

The national Allied spring board meeting this year will be held May 6 and 7 at the Whittier Hotel in Detroit.

Ready Report On Promotion

Financing of the various industry business building projects will be taken up following the completion of a composite report on the integration of the various programs advanced, according to a member of the joint business building committee.

The industry committee, composed of representatives of the Council of Motion Picture Organizations, Motion Picture Association of America, and exhibitor organizations, is currently
(Continued on page 6)

Mexican Actors Union Asks 'Giant' Be Banned; Claims It Is 'Insulting' to Their Country

Special to THE DAILY

MEXICO CITY, Feb. 4—The executive committee of the National Actors Union has urged that the National Cinematographic Board, which is headed by Congressman Jorge Ferretis, deny an exhibition permit in this country for the Warner Bros. release, "Giant." The union charged that the film "insults Mexico and the Mexicans" in a wire sent to Ferretis.

The actors' group has asked further that the government "punish" Warners for producing the picture, because while "it (the company) makes money in Mexico it makes films that hold Mexico up to world ridicule." Ferretis has ordered an investigation. The local Warner office has made no comment on the action beyond the fact that it has not been officially informed of the protests.

"Giant" was produced by George Stevens for release through Warners. An official at the Warner home office in New York yesterday said that any comment on the Mexican group's charges would have to come from Stevens himself. The latter could not be reached for comment last night.

New President Gordon

Pledges 'New Era' of Allied Cooperation

Adams Elected Treas.; Lide, Secretary; Rejoining COMPO Still Is Under Study

By RAY GALLO

CINCINNATI, Feb. 4—A new era of cooperation by Allied States Association with all segments of the motion picture industry was foreseen here as the national organization's new president, Julius M. Gordon, pledged he would

"go to any length, at any time, with any group to meet and discuss problems of our industry" following his election by the board of directors at the weekend.

Gordon was named successor to the out-going Rube Shor with Horace Adams of Ohio elected treasurer and Edward Lide of New England, secretary. Re-elected were Abram F. Myers as board chairman and general counsel and William A. Carroll as recording secretary.

The new Allied president, in his first official press statement, declared
(Continued on page 6)

Academy Foreign-Film Nominations Revealed

By WILLIAM R. WEAVER

HOLLYWOOD, Feb. 4 — The Academy of Motion Picture Arts and Sciences today announced the five films nominated for the Academy Award in the foreign-language division
(Continued on page 2)

Johston and Freeman Reelected by AMPP

From THE DAILY Bureau

HOLLYWOOD, Feb. 4 — Eric Johston was reelected president of the Association of Motion Picture Producers and Y. Frank Freeman chairman of the board at a meeting held here today by the directorate.

Novak, Hudson, 'Giant' Win 'Photoplay' Awards

Kim Novak, Rock Hudson and the Warner Brothers', George Stevens production, "Giant," have been selected as winners of the annual Photoplay Magazine Gold Medal Awards in a poll of the American theatre-going public. The gold medals, additional certificates, and awards for outstanding achievement in every phase of the industry will be
(Continued on page 6)

English Circuit Will Discontinue Newsreels

From THE DAILY Bureau

LONDON, Feb. 2 (By Air Mail).—The Granada circuit has given notice that it will discontinue newsreel bookings in all its theatres. Spokesmen said the decision had been taken because in their view theatre newsreels had become "outdated by virtue of on-the-spot and hour-old TV news programmes."

Granada has considerable interests in commercial TV operations.

PERSONAL MENTION

MAX E. YOUNGSTEIN, United Artists vice-president, has returned to New York from the Coast.

WILLIAM F. RODGERS, distribution consultant, has been removed from an oxygen tent at Memorial Hospital, Miami, and is reported recovering from an attack of pneumonia.

ABE GOODMAN, 20th Century-Fox advertising director, returned to New York yesterday from Los Angeles.

HOWARD DIETZ, M-G-M vice-president in charge of advertising-publicity, returned to New York yesterday from the Coast.

THORNTON SARGENT, National Theatres advertising-publicity director, has returned to Los Angeles from New York.

KENNETH WINCKLES, a director of J. Arthur Rank Organisation, Ltd., has arrived in New York from London via B.O.A.C. He will be followed here tomorrow by **HYMAN SOLLE**, representative in South America for the company.

MITCHELL GERTZ, talent agent, has arrived in New York from Hollywood.

A. J. RADEMACHER, assistant to C. S. PERKINS, Altec Service Co. operating manager, is touring the Midwest with M. G. THOMAS, Southern division manager.

MRS. PAUL KLIEMAN has given birth to a daughter in Philadelphia. KLIEMAN is manager of the Pearl and the Fans theatres there.

Foreign-Language Films

(Continued from page 1)

sion, representing five nations, as follows:

"The Captain of Kopenick" (German), produced by Helmut Kautner; "Gervaise" (French), produced by Annie Dorfmann; "The Harp of Burma" (Japanese), produced by Masayuki Takagi; "La Strada" (Italian), produced by Dino de Laurentiis and Carlo Ponti, and "Qivitoq" (Danish), produced by Dalsgaard Olsen.

Producers of the five nominated films will be flown to Hollywood by TWA as guests of the Academy at the Awards presentations on Mar. 27.

'Don't Knock Rock' Heads For New British Record

LONDON, Feb. 4.—Columbia Pictures' "Don't Knock the Rock" has set an all-time box office record at the 33-year-old Astoria Theatre in Charing Cross Road, Columbia has reported. In its first week it grossed £2541 (\$4,573) and then proceeded to make more than £1500 in the first four days of the second week.

Star Bill Haley has arrived here for personal appearances to promote the film, which observers see as surpassing the exceptional business done last year by "Rock Around the Clock."

N.O., S.F., St. John Lead in Velde Drive

United Artists' San Francisco, New Orleans and St. John branches have won the second lap of the Jim Velde Drive, it was announced yesterday by co-captains William J. Heinemann, vice-president in charge of distribution, and Max E. Youngstein, vice-president.

More than \$50,000 in cash prizes will be awarded in the billings, collections and playdate campaign honoring James R. Velde, UA's general sales manager.

The San Francisco, New Orleans and St. John branches, which took first place in each of three groups of equal grossing potential, are respectively managed by C. Frank Harris, Alex Maillho and I. J. Davis. The Western district, managed by Ralph Clark, leads in district standings, and the Western division, managed by Al Fitter, leads in division standings.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
JOHN WAYNE • DAN DAILEY
MAUREEN O'HARA
starring in METROCOLOR in
"THE WINGS OF EAGLES"
An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

MOVIELAB
TV
FILM SERVICE CENTER

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- STORAGE ROOMS
- SHIPPING ROOMS
- OFFICES

PROJECTION ROOM FACILITIES

MOVIELAB BUILDING
619 W. 54th St., New York 19
JUdson 6-0367

Greenberg to Preside At WB Meet Today

DENVER, Feb. 4.—Fred Greenberg, Warner West Coast district manager, with headquarters in Los Angeles, will preside over a two-day sales meeting of the company's key sales personnel in this area beginning tomorrow at the Brown Palace Hotel here.

Branch managers attending will be Carl Miller, Denver; Joseph Sarfaty, Los Angeles; Al Oxtoby, Portland; William F. Gordon, Salt Lake City; Al Shmitken, San Francisco and Vete Stewart, Seattle. Executives from the home office attending will include Roy Haines, general sales manager; Norman H. Moray, short subjects sales manager, and Larry Leshansky, supervisor of exchanges.

Carl Byoir Dies

Funeral services will be held here tomorrow for Carl Byoir, 68, veteran public relations man and founder of the New York firm bearing his name, at the Frank E. Campbell Funeral Church. Byoir was credited with conceiving the idea of raising "a million dollars in one night" to fight poliomyelitis by staging national parties celebrating the birthday of President Franklin D. Roosevelt.

Film Ads Not 'Lurid': Lewis

Much of the criticism of motion picture advertising is levelled by persons seeking an easy target for publicity, Roy H. Lewis, United Artists national director of advertising, publicity and exhibition, charged here Sunday on television program. He made the statement in a debate on film advertising with New York City Councilman Maurice McCarthy on the "Bevel and the Lines" show over WABD.

Lewis, who is chairman of the MPPA advertising and publicity directors committee, said that the new status as a "glamour" industry inspired a disproportionate amount of adverse comment that was scarcely newsworthy enterprises.

Denying charges of "lurid" and "suggestive" film ads, Lewis said the editorial content of newspapers running these same ads presented a daily diet of sex and violence that outweighed the alleged offensiveness of occasional ads. He stressed that of the thousands of motion picture ads run every year, a mere handful were singled out by critics as examples of bad taste.

THE BIG ONES..

are advertised in LIFE

COLUMBIA

"Full of Life"

... in LIFE's February 5th issue.

ADVERTISED IN

LIFE

THE BIG ONE IN MOVIE SELLING

... NEWS ROUNDUP

Friendly' in Art Theatres

William Wyler's "Friendly Persuasion" was booked in four New York art houses as an "experiment" and provided the picture with an additional source of revenue, according to R. Goldstein, vice-president and general sales manager of Allied Artists. Each of the four houses—the 8th Playhouse, Beekman Theatre, Grauman's Park Theatre and the Greenwich Theatre—grossed more than \$3,000 for the first week and is holding the picture over for a second week. This resulted in further bookings in art houses in the metropolitan area, he said.

Decision Reserved

New York Federal Judge Weinfeld reserved decision in the suit against writer James Poe for an injunction against Mike Todd, in which Poe sued for screen credit on "Around the World in 80 Days" and damages of \$50,000. Poe has claimed in his answer that he wrote the screen play and was entitled to credit. He said his attorney filed affidavits to that effect in the litigation sessions underway in California in a counter-suit filed by Todd.

Cantor Committee

Benny Balaban, Bing Crosby, Sam Goldwyn, Helen Hayes and Frank Sinatra are among the personalities who have joined the entertainment committee for Eddie Cantor's 65th birthday celebration, it is announced. Frank Benny, committee chairman. The national celebration of Cantor's birthday is sponsored by the State of New York, and will be held on Monday night, Feb. 16, at the Fontainebleau Hotel in Miami Beach. Mayor President Harry S. Truman will be the principal speaker at the ceremony, which will be dedicated to the development of the economic development of Israel.

Religious Tie-In for 'Hymn'

A nationwide pre-selling campaign for Universal-International's "Battle of Britain" among Protestant religious groups has been put into motion, the company has announced. Cooperating with the General Department of United Methodist Women of the National Council of the Churches of Christ, their publishing arm, the Protestant Motion Picture Council, and Dr. Daniel A. Poling, editor of the Christian Herald, Dr. Poling has filmed a special commentary on the U-I production for showing at preview screenings being held for church leaders in key cities throughout the country.

At the Communion Breakfast for New York Catholics



M.P. DAILY picture

ON THE DAIS at the seventh annual Communion breakfast for Catholics of the industry in the New York area, left to right; Joan Roberts, who entertained the 1,200 guests for 40 minutes with songs and impersonations; Thomas Hayward, opera star who sang a duet with Miss Roberts; Joni James; Jessica Dragonette; Rev. John J. Cavanaugh, C.S.C., director of the University of Notre Dame Foundation, who was the principal speaker; Mrs. Winifred Feely, who spoke on "The Challenge of Lourdes"; Robert H. O'Brien, vice-president of ABC-Paramount, who was master of ceremonies; Very Rev. Msgr. Thomas F. Little, spiritual director of the Communion Breakfast sponsoring committee; and Kate Cameron, film critic of the Daily News. The breakfast, at the Waldorf Astoria Sunday morning, followed 9 o'clock Mass at St. Patrick's Cathedral. Others on the dais were Rev. Paul Hayes, assistant to Msgr. Little; Mrs. James Loomer, and Rt. Rev. Msgr. John S. Middleton, representing His Eminence Francis Cardinal Spellman.

'Sweeps'

(Continued from page 1)

Florida, Alabama and Tennessee, informed Coyne that the project would be set up in about 25 or 30 of the towns and cities in which they operate. The Prudential Playhouses, with 50 theatres in New York, will participate on a circuit-wide basis.

Albert Bernstein, Petersburg district manager of the Neighborhood Theatres, reported the six theatres in his district would participate, and it is expected a number of others in the 50-theatre chain will sign up shortly. Frederic A. Danz of the Sterling Theatres Co., operating 35 theatres in Washington, wrote they would take part, also.

Among the smaller circuits which agreed to participate were the M.C.M. Theatres, Florida; the Trans-Lux Theatre Corp.; the Pioneer Theatres, Iowa; Allen Theatres, New Mexico; Dave Lebovitz, Mississippi and Tennessee; Howard Theatres, Maryland; Sterling-Cossett circuit, North Carolina, and the Coleman Amusement Co., Illinois.

Minnesota Tax

(Continued from page 1)

these taxes are not likely to be as productive of revenue as the income tax or to reach as effectively the commuter or 'daylight citizen.' They are, furthermore, likely to have unfortunate repercussions upon retail trade within the large central cities of the State's major metropolitan areas."

The report is the result of an 18-months survey, the chief purpose of which was "to examine the tax structure to determine the impact of various taxes on the creation of wealth

Name Bernstecker to Sweepstakes Committee

Emil Bernstecker, one of the original members of the Audience Awards planning committee, has been appointed a member of the Jacksonville exchange area committee for the Academy Award Sweepstakes, Robert W. Coyne, special counsel for the Council of Motion Picture Organizations, announced.

Bernstecker, who recently became associated with Florida State Theatres in charge of circuit advertising and publicity, succeeds LaMar Sarra on the committee. Sarra is engaged in other activities. Bernstecker was for years associated with the Wilby-Kincey circuit in Atlanta.

C. R. Daggett Dies at 52

HOLLYWOOD, Feb. 4.—Funeral arrangements are being completed here for Charles R. Daggett, 52, Columbia Pictures publicist and former journalist, who died Sunday at Cedars Lebanon Hospital of nephritis.

Daggett, reporter for the "Los Angeles Herald-Express" in the 20's, public relations man for James and William Cagney in their independent production company, had been with Columbia for upward of a year. His widow, mother and two brothers survive.

'Paths of Glory' to UA

HOLLYWOOD, Feb. 4.—President Arthur Krim has announced that United Artists will release Bryna Productions, "Paths of Glory," starring Kirk Douglas.

with particular emphasis in the area of manufacturing where we are subject to competition from other states."

Schine in Plea For New Trial

Special to THE DAILY

BUFFALO, Feb. 4.—At the conclusion of the arguments in the appeal for a new trial by the Schine Theatre interests here today, Federal Judge Harold P. Burke gave the opposing attorneys two weeks in which to file memorandums. Frank G. Raichle represented the Schine interests and Joseph E. McDowell, trial attorney for the anti-trust division of the Department of Justice, the government.

Raichle pleaded for a new trial on the grounds that the Schine interests were prevented from presenting important facts in their 1945-55 trial. The Schine theatre interest previously had been found guilty of criminal contempt by Judge Burke.

Goldwyn Suit Trial Now Set for March 18

SAN FRANCISCO, Feb. 4.—A new trial date of March 18 has been set for the Samuel Goldwyn Productions anti-trust suit against Fox West Coast Theatres in Federal District Court here. Last set for trial in January, the long pending action had to be postponed because Judge Edward P. Murphy, who has presided at pre-trial hearings, was assigned to Federal court in New York for a temporary period.

'U' Buys Gann Work

HOLLYWOOD, Feb. 4.—Universal-International has announced the acquisition of "Twilight of the Gods," by Ernest Gann, Literary Guild selection for February, for which Gann will come here to write the script.

UNPARALLELED STAY

MOTION PICTURE
IS BEING MADE BY

CECIL B

PROD

THE TEN COM

A month ago we reported in our first 15 theatres, then averaging 4 additional weeks in January gross has reached the fantast

\$3,67

(the last week in January being the

THESE ASTOUNDING RESULTS INDICATE
WILL BE THE HIGHEST GROSSING AT

A PARAMOUNT PICTURE

VISTAVISION®

TECHNICOLOR®

IG POWER!...

STORY

EMILLE'S

ON

MANDMENTS

a gross of \$2,226,749. for the
weeks playing time. Now after
these very same 15 theatres the
m of

,466

clusive of huge advance ticket sales—

with the exception of one holiday week.)

THE THAT "THE TEN COMMANDMENTS"
ACTION IN MOTION PICTURE HISTORY!

FIRST 15 ENGAGEMENTS

13 WEEKS	Criterion, New York City
12 WEEKS	Stanley Warner, Beverly Hills, Los Angeles
12 WEEKS	Ohio, Cleveland
11 WEEKS	Keith's, Washington
11 WEEKS	Astor, Boston
11 WEEKS	Randolph, Philadelphia
11 WEEKS	McVickers, Chicago
11 WEEKS	Madison, Detroit
11 WEEKS	University, Toronto
8 WEEKS	Olympia, Miami
8 WEEKS	Beach, Miami Beach
7 WEEKS	Capitol, Montreal
7 WEEKS	Grand, Cincinnati
7 WEEKS	New, Baltimore
7 WEEKS	Century, Buffalo

Promotion

(Continued from page 1)

having Taylor Mills of the MPAA and Charles McCarthy of COMPO prepare the composite report.

The financing aspects will include consideration of the proposal presented concerning the use of a \$50,000 escrow fund, accumulated from a 1950-51 promotional short subjects campaign.

Mills and McCarthy met here last night to work on their report which will combine all pertinent points from the MPAA program, the COMPO-Theatre Owners of America plan, and the West Coast Golden Jubilee program. They are awaiting also the completion of various sub-committee reports for insertion in the overall plan.

The proposal to utilize the \$50,000 escrow fund was presented to the joint industry business building committee a few weeks ago. The fund was accrued from the rentals of 12 short subjects, "The Industry and You," which are now in non-theatrical distribution.

Controlled by Board of Trustees

The escrow fund is governed by a board of trustees and there are no limitations on its utilization. According to one trustee, there is some hope that this fund could be used for further industry promotions on "a revolving basis." He said that the proposed business building program will be considered when the trustees meet.

It is another hope, he said, to have the \$50,000 escrow fund utilized in another institutional campaign such as "The Industry and You."

The trustees of the fund include Leo Brecher, I. E. Chadwick, William Ainsworth, J. J. Fitzgibbons, Arthur Lockwood, Meyer Schine, Robert J. O'Donnell, Harry Brandt, Trueman T. Rembusch, Eric Johnston, Y. Frank Freeman, A. Montague, Joseph Vogel, Martin Quigley, Jack Alicote, Ben Shylon, Abel Green and Rotus Harvey. Three of the original members of the board—Jean Hersholt, Charles Skouras and Charles E. Lewis — are now deceased.

'Louis' Opens Feb. 21

Warner Bros.' "The Spirit of St. Louis," starring James Stewart as Charles A. Lindbergh, will have its world premiere at Radio City Music Hall on Thursday, Feb. 21, it was announced yesterday.

**NO "SIDE SEAT SQUINT"
WITH THIS
"ALL-THERE" SCREEN**

VICRA-LITE
LENTICULAR SCREEN

"the screen of optical precision"

Write today for booklet

L. E. CARPENTER & COMPANY
VICRA-LITE SCREEN DIVISION
Empire State Building New York 1, N.Y.
In Canada: General Theatre Supply Co., Ltd., Toronto

Gordon Sees 'New Era' of Cooperation

(Continued from page 1)

that he wanted everybody in the industry to know, as well as Allied, that he would continue to give full support to any of the previous efforts made by his predecessor in bringing about a better relationship between production-distribution and exhibitors.

'I Will Go to Any Length'

Gordon stated: "I am highly honored to have this position and fully realize the perilous times we are in. I will go to any length, at any time, with any group, to meet and discuss problems of our industry and I would like to see some way to have a meeting of the minds in the various branches of our business whereby a better spirit of cooperation can be displayed by all those concerned in bringing about a solution to our problems."

"I sincerely believe that no part of this industry can die without affecting the health of another part of it and I feel that the plight of the exhibitor is symptomatic of the chaos and ill-

ness of production and distribution which is ridden by high costs and hamstrung by agencies and exorbitant demands. Such costs are now being pushed off on the exhibitor rather than fought out at the source."

Both Myers and Gordon said the Allied board has authorized its Council of Motion Picture Organizations committee to continue discussions on national Allied's rejoining COMPO and arrangements for Allied members to participate in new theatre promotion plans.

Continue Search for Publicist

The press relations counsel committee, composed of Sidney Stern, Elmer Nolte and Irving Dollinger, will carry on the study for the possibility of engaging a permanent publicity director for national Allied affairs, it was also stated.

The Allied board of directors also passed the following resolutions:

(1) To alert all members to guard and fight against any present or further state or city taxes that will affect theatres;

(2) To condemn any further mer-

gers of corporate interests of film producers and distributors, and the new Allied officers have been instructed to inform proper authorities in this matter;

(3) To send a letter of thanks Alex Harrison, general sales manager for 20th Century-Fox, for his interest and friendly attitude in presenting a plan that may not only keep present theatres open but may re-open some of the closed ones.

Drive-in Meet Drew 400

The national Allied drive-in convention as a whole, including the trade show, had a turnout of about 400 exhibitors and while many of the problems discussed at the convention were the same ones taken up at the Dallas meeting, nevertheless the spirit of determination to pursue some of the resolutions still existed. And the outgoing administration gave recommendations to the membership that all efforts should be united to support the new administration just elected to bring about some of the objectives of national Allied and those involved in the industry.

'Photoplay'

(Continued from page 1)

presented to the winners at the magazine's annual presentation banquet, Thursday, in the Crystal Room of the Beverly Hills Hotel in Hollywood.

Individuals designated for special achievement are selected by the editors themselves in addition to the public fold. Those named this year include Cecil B. DeMille, Buddy Adler, Michael Todd and Barbara Stanwyck. DeMille will receive recognition "for his creation of one of the screen's greatest emotional and religious experiences, 'The Ten Commandments';" Adler "for his outstanding productions of the past and his foresighted development of new talent for the future"; Michael Todd "for the development of Todd-AO and his thoroughly delightful use of it in 'Around the World in 80 Days'; and Miss Stanwyck "for her superb craftsmanship in meeting the challenge of 75 film roles and for her sympathetic counsel to industry newcomers."

Three Novak Films Cited

Miss Novak was selected by the public as the most popular actress for her performances in Columbia's "Picnic" and "The Eddy Duchin Story" and United Artists' "The Man With the Golden Arm."

Hudson, star of "Giant," receives his award for his performance in that picture as well as for Universal-International's "All That Heaven Allows" and "Never Say Goodbye."

In addition to the gold medal for Warners' "Giant," nine more certificates will go for productions of "one of America's ten most popular motion pictures for the year 1956." Listed alphabetically they are "Away All

Prompt Signing Seen Of SBA Loan Boost

WASHINGTON, Feb. 4 — The White House is expected to sign promptly a bill boosting by \$80,000,000—to \$230,000,000—the Small Business Administration's business loan limit.

The Senate has passed the bill agreeing to the House version. The Senate had earlier voted a \$65,000,000 increase. The new ceiling will carry the agency through July 31.

Meanwhile, the House Appropriations Committee voted a \$45,000,000 new appropriation for SBA to use to make loans.

Belock Acquires Debrie

The Belock Instrument Corp., college point, N. Y., has announced acquisition of the Andre Debrie Mfg. Co., distributors of commercial motion picture and photographic equipment in this country manufactured by a French organization—Etablissements Andre-Debrie of Paris. By an exchange of stock Belock has acquired the outstanding Debrie company shares and will operate it as a wholly-owned subsidiary.

Boats," "Friendly Persuasion," "Picnic," "Somebody Up There Likes Me," "Tea and Sympathy," "The Eddy Duchin Story," "The King and I," "The Ten Commandments," and "Trapeze."

Also, runners-up to winners Novak and Hudson will receive certificates for "one of America's five most popular performances by a motion picture actor and actress for the year 1956," and ten young players who are likely to shine with new splendor in 1957 will receive special Photoplay "Stars of 1957" certificates.

TOA to Urge

(Continued from page 1)

TOA committee for submission to the national organization's board of directors at the mid-winter board meeting in Chicago next month. After securing TOA directorial approval, it will be filed with the Senate Small Business Committee for action.

According to a TOA committee member, the petition will urge the SSBC recommend approval of the mortgage loans be granted on a basis similar to that of the Federal Housing Authority or Reconstruction Finance Corp., where the government guarantees a portion of the loan.

The SBA recently rejected three of the first four theatre loan applications it received, the fourth, however, being approved. Two of the applications were turned down because the theatre owners didn't have enough "unencumbered collateral," while the third was being sought almost entirely to "refinance existing indebtedness." The loans were requested for theatres in Connecticut, Georgia, California and West Virginia.

'Men' To Paramount

Twentieth Century-Fox's "Three Brave Men," which is in CinemaScope and stars Ray Milland and Ernest Borgnine, will open early in March at the Paramount Theatre.

IT WON'T TAKE A FULL PAGE AD
TO TELL YOU...

FILMACK

GIVES YOU The FASTEST and BEST
SPECIAL TRAILER
SERVICE YOU CAN GET ANYWHERE

630 Ninth Ave. NEW YORK, N.Y.
1327 S. Wabash CHICAGO, ILL.

PASSING IN REVIEW....

NEW MAJOR SHOW of this television season has opened with such fanfare and then been so roundly trounced by the critics as did NBC-TV's new Tonight, subtitled "America After Dark." In this age of miracles, especially those of electronic origin, some method should be found for avoiding all opening nights. Tonight's, a week ago last night, was in the tradition of disaster— it failed, the audio went dead, cues went into limbo and its only lively moments were just on the borderline between good and bad taste. It must be summed up Jack Lescoulie's wild dreams of everything that might go wrong.

Mechanics Not the Only Failure

Unfortunately, perhaps, the spectacular nature of the opening night fiasco tends to obscure the real trouble with the show, which is a lot more basic than any line failure or ill-chosen word on the part of a guest. Here programming by fragmentation has been carried to the margin of diminishing returns. Random interviews and remarks, no one of which ever lasts for more than six minutes and usually averages about three, and which have nothing in common except the time delay, do not make for the continuity which any show must have to command attention night after night. Tonight most likely will weather the shakedown cruise, at the end of which it will be a vastly more simplified operation with greater emphasis on entertainment and less on talk about the wonders of live television. A helicopter hanging 20 feet over Chicago's Merchandise Mart has entertainment news significance only if it lands and unloads a personality of genuine interest or if (perish the thought) it suffers a sudden power failure.

Boretz Work Well Handled

All the talk about Tonight had a ring of overshadowing the fact that several exceptionally interesting dramas were produced during the week. The best of the lot was the Alcoa presentation, Sunday night, NBC-TV, of Elvin Boretz' "No License to Kill," a tightening, thought-provoking case study of an automobile accident. Expertly acted by a cast headed by Eileen Heckart and Eileen Heckart, the script was a special testimony to the skill of Mr. Boretz, who managed to make a good idea and make an even better drama of it. Usually this work goes backwards—taking a good idea or situation and then finding the character to people it—results in static dramas about stock types of noninterest. "No License to Kill" was perfectly integrated in all departments. So interesting was CBS-TV's Playhouse 90 adaptation of the true "Greer" Thursday night. If it hadn't

Television Today

Claim RKO Library Has 'Blanket Coverage'

Sales of the RKO film library have virtually brought about blanket coverage of the nation's television circulation area, according to F. H. Ezzes, vice-president and general sales manager, for C & C Television Corp., which is distributing the package.

Ezzes, in reporting that C & C TV did more business during the normally slack final weeks of December than in any other month, added: "To me, it is a further indication that stations understand the unique opportunity of paying for film with unsold TV announcement time, an asset previously wasted by every station in the country."

C & C TV has an agreement with International Latex Corp. which sponsors a certain number of spots daily on stations to which the RKO library, called "Movietime USA," is sold.

Lamneck, Neuburger in WB Television Posts

The appointment of Joseph D. Lamneck and Burton A. Neuburger as regional division managers for Warner Bros.' television commercial and industrial film department was announced yesterday by Jack L. Warner, president of Warner Bros. Pictures.

Offices are being opened in New York and in Chicago, providing direct services to advertising agencies and executives of industrial film accounts. Lamneck will supervise company operations in the Eastern states area with headquarters at Warner Bros.' home office in New York. Neuburger, mid-western states manager, will work out of the company's Chicago film exchange building.

actually happened a couple of years ago, this drama of lost foundlings, contested wills and mistaken parenthood might have seemed a sort of Paddy Chayevsky "Importance of Being Earnest." In this case, truth made strange and fascinating television fiction acted by Melvyn Douglas, Anita Louise and Una Merkel, and especially by Edmund Gwenn, who should be up for an Academy nomination. Kraft Theatre's essay on the pitfalls of sudden fame, more or less like Elvis, on NBC-TV, Wednesday night, was a surprisingly honest, and serious attempt to consider one small aspect of our national scene.

NBC-TV's Sunday night spectacular, the musicalized "Ruggles of Red Gap," was mild on all counts except the attractiveness of the performance. Michael Redgrave, Jane Powell, Imogene Coca and David Wayne carried the spiritless book and music along by sheer force of their immense good will and talents.—V. C.

The Critics Say...

As influential as the many nation-wide syndicated TV columnists, are the hundreds of local newspaper critics whose views — though they inevitably reflect regional preference — more often than not have national validity. These reporters, asked to vote again this year in the annual MOTION PICTURE DAILY-FAME poll of television talent and shows, added a variety of comments on their views of the industry. Among them were the following reports from Indiana. If the city represented has a TV outlet, the name of the station and its affiliations appear in brackets, along with the population of the city or town.

Mona Cuppy, Journal-Courier, Lafayette, Ind. (WFAM-TV, CBS; 35,568): "Television during 1956 reached a very high level. The networks have been successful in offering an excellent variety of programs and full coverage of popular events."

Dick Backes, Daily Times, Washington, Ind. (10,987): "Eliminate the old propaganda films on night owl theatres. These war pictures against Germany, Italy and Japan don't do any good at the present time and keep hatred alive against those whom we may soon want to build up into 'good guys.'"

Juliet Crittenberger, Daily Bulletin, Anderson, Ind. (46,820): "Commercials are too long and should be given at the beginning and end of program not interrupting programs in the middle."

Jackie Stahl, Indianapolis News, Indianapolis, Ind. (WFBM-TV, NBC; 427,173): "Why do they ruin children's shows with orders to take your mother down and tell her to buy this or that? Commercialism on a children's show is the lowest of low practices."

John F. Pettibone, Muncie Star, Muncie, Ind. (WLBC-TV, CBS, NBC, ABC; 58,479): "Commercials are usually louder than the program . . . often they are repetitious. They should come at the beginning and end of the program and not break into the middle. . . ."

Songwriters of America Slate Hollywood Meet

A general membership meeting of the Songwriters of America will be held Tuesday, February 19 at the Roosevelt Hotel in Hollywood. President Abel Baer will leave here Friday for California, accompanied by John Shulman, SWA counsel.

NBC FILM LIBRARY MOVES ITS MOUNTAIN OF STOCK FILM



The NBC Film Library, with its mammoth store of more than 30,000,000 feet of stock film, has moved to a convenient new location at 7th Avenue and 49th Street, New York City. You'll find us able to provide you with one of the most comprehensive collections of stock footage in the world.

Write for free catalog on your business letterhead.

NBC FILM LIBRARY

729 Seventh Avenue
Corner 7th Avenue and 49th Street
Tel.: CI 7-8300 Ext. 3438 or 3976
A Service of California National Productions, Inc.

These are the

prize baby's dolls!



Survey after survey proves that the Prize Baby's Dolls . . . coming attraction trailers . . . bring the most dollars to your box office, costing you pin money as compared to

other advertising expenditures. Trailers whet the appetite of your patrons and are primarily responsible for more than one-third of total box office receipts.

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

SINDLINGER

Survey showed 34.2 per cent went to the movies because of TRAILERS!

NATIONAL THEATRES CIRCUIT IN 21 STATES

Survey showed 43 per cent went to the movies because of TRAILERS!

Trailers — Showmen's Socko Salesmen!

MOTION PICTURE DAILY

Concise
and
to the
Point



All
the News
That
s News
QP

81, NO. 26

NEW YORK, U.S.A., WEDNESDAY, FEBRUARY 6, 1957

TEN CENTS

TORIAL — President Sets Allied Course

By Sherwin Kane

policy of Allied States, co-
operation in efforts designed to
solve problems confronting
industry, enunciated by Julius
immediately following his
to the Allied presidency at
Cincinnati meeting of the organ-
board of directors last week,
be a welcome one to all seg-
of the industry.

it should win for Allied's
ader the full support of the
rship and the wholehearted
tion of those groups which
ow are hard at work on plans
larger audiences for the thea-
campaign for elimination of
aining Federal admissions tax
undertake many other con-
te projects in the interests of
tates and the industry as a

on, who has been president of
n Amusement Co. and East
heatres since 1940 when those
Paramount affiliated circuits
quired in whole by the Gor-
family as part of the court de-
Paramount divorcement pro-
ing, brings a wealth of experi-
and understanding of industry
s beyond the purely theatre
g boundaries to his new, na-
prominent office.

and raised in a showman's
Gordon went directly into
operation upon completing his
g at the University of Texas
In consequence, although he
only 46 next month, he al-
a veteran of nearly a quarter
tury in the industry.

in all branches of the in-
and not the least numerous of
the ranks of Allied itself, will
the constructive note on
he assumes the responsibilities
ew office.

lear that the new Allied pres-
lly recognizes that the times
r problems call for unity and
nding among all branches of
ustry and their components.
ministration may well realize
retorefore believed impossible
ment.

1,500 Sign Kerman Deal

About 1,500 exhibitors throughout
the United States have signed con-
tracts on a "pay or play contract" for
the 10 "small family type" pictures
which will be produced and released
in 1957 by Tudor Pictures, according
to president Moe Kerman, who re-
turned to New York over the weekend.

Kerman yesterday reported that his
production program has received the
approval of Theatre Owners of Amer-
ica and many drive-in and small thea-
tre owner members of Allied States.

National Allied, in a recent bulletin
(Continued on page 6)

Arbitrate New Dispute Over 'Stalin' Film Title

An arbitration committee of the
Title Registration Bureau of the Mo-
tion Picture Association of America
yesterday held a hearing in a dispute
over use of the title "Stalin Is Alive"
by Universal Pictures for a film it
placed into production this week.
The title was challenged by veteran

(Continued on page 2)

Teen-Age Employment Bill Filed in Albany

Special to THE DAILY

ALBANY, Feb. 5—A bill introduced
here by Assemblyman Grant W. John-
son, at the request of the State Labor
Department, proposes to limit the
number of hours which males be-
tween 16 and 18 and females over
(Continued on page 3)

FCC Told by Senate Group to 'Get Moving' In Decision on Subscription Television

From THE DAILY Bureau

WASHINGTON, Feb. 5—The Senate Commerce Committee has in effect
told the Federal Communications Commission to get moving on a decision
on the controversial subscription television question.

In a summary of its program for the coming year, filed with the Senate
Rules Committee, the Commerce Committee noted that the deadline for sub-
mitting views to the FCC on toll TV was in September 1955. "It may be
that separate hearings will be necessary to bring out a decision," the Com-
merce Committee said. "One of the factors that has aggravated the entire
television program is the slowness of the FCC in reaching decisions."

The Commerce Committee has already called the FCC to testify on March
5 on the Commission's progress in reallocating channels, and the toll TV
question will very likely come up then.

IFE Drops Discussions For Deal with Republic

I. F. E. Releasing Corp. has dis-
continued discussions with Republic
Pictures concerning the latter com-
pany's proposals to take over distribu-
tion of some I.F.E. product here, it
was announced yesterday by Seymour
Poe, executive vice-president of
I.F.E.

Poe said that the board of directors
of his company, at a meeting in Rome
recently, found the Republic propo-
sals unacceptable and decided to ter-
minate further negotiations with Re-
public.

Foresees Films on TV Hurting Summer Grosses

Television exhibition of pre-1948
major film libraries this coming sum-
mer in prime time slots may seriously
impede the usual good business
theatres enjoy in that season, in the
opinion of Sidney Stern, president of
Allied Theatre Owners of New Jer-
sey. Stern said yesterday that televi-
sion's current presentation of fea-
(Continued on page 2)

Proposes Jury Review Of N.Y. License Denial

Special to THE DAILY

ALBANY, Feb. 5. — An alternate
plan of review in Supreme Court, with
a jury, if desired, on a license denial
by the State Education Department's
Motion Picture Division, is proposed
in a bill re-introduced by Senator Fred
(Continued on page 2)

Stern Says:

N. J. Clearance Hindrances to Sweepstakes

Fears All Nominees Won't Have Reached Suburbs

By LESTER DINOFF

The clearance situation between
metropolitan New York and northern
New Jersey is expected to prevent

some 250 thea-
tres from par-
ticipating in the
forthcom-
ing Academy
Awards Sweep-
stakes, accord-
ing to Sidney
Stern, president
of Allied Thea-
tre Owners of
New Jersey.



Sidney Stern

Stern, follow-
ing a meeting
of the board of
directors and

one of the unit's membership, said
here yesterday that "it looks impos-
sible for us to take part in the
Sweepstakes as a number of the pic-
(Continued on page 2)

RKO, Fabian Circuits To Enter Sweepstakes

RKO Theatres' 80 operations and
Fabian Theatres' 40 will participate
in the Academy Award Sweepstakes.
Sol A. Schwartz, RKO Theatres pres-
ident, and Ed Fabian, vice-president
of Fabian Theatres, so advised Rob-
ert W. Coyne, special counsel for
COMPO, yesterday.

Meanwhile an executive committee
of Detroit exhibitors, headed by
Harold Brown, president of United
Detroit Theatres, will report tomor-
row on plans for a big cooperative
promotion in that city.

Television Today

Page 6

PERSONAL MENTION

WILLIAM MELNIKER, vice-president of Loew's, Inc., and director of theatres for Loew's International Corp., has left New York for Europe.

REGINALD BAKER, chairman and managing director of Ealing Films, London, arrived in New York yesterday from England.

MAJOR DEREK BAKER, British producer, will arrive in New York today from London via B.O.A.C.

BERNARD JACON, president of Jacon Film Distributors, has left here for a trip to key cities of the South.

MRS. ROBERT FITZGERALD, wife of the manager of the Stanley Warner Boyd Theatre, Philadelphia, has given birth to a son at the Lower Bucks County Hospital.

JACOB H. KARP and **MRS. KARP** have announced the engagement of their daughter, **GAIL SUSAN**, to **LIEUT. RICHARD ELLIOT ORGELL** of Beverly Hills. **KARP** is executive assistant to **Y. FRANK FREEMAN**, Paramount Pictures vice-president in charge of studio operations.

Loew's Manager Dies

Wilfred Simon, 63, manager of Loew's theatres for 27 years, died yesterday following a lengthy illness at Jennings Memorial Hospital, Brooklyn. He was manager of Loew's Brevoort, Brooklyn, for the last several years. Funeral services will be held at noon today at the I. J. Morris Funeral Home in Brooklyn. Survivors include his wife, a son and daughter.

Ernest Lehman, Writer Forms Producing Unit

HOLLYWOOD, Feb. 5 — **Ernest Lehman**, writer, whose screenplays include "The King and I," "Somebody Up There Likes Me" and "Executive Suite," has announced the formation of Provincetown Productions, Inc., independent producing company to be financed by Loew's, Inc., which will distribute its pictures.

Lehman's first will be from his own story, "Man Against Himself," and will be produced for Provincetown by **Alan Pakula** and directed by **Robert Mulligan**. **Pakula** and **Mulligan** made "Fear Strikes Out," their first picture, for Paramount.

Clearance 'Sweeps' Problem 'Stalin' Title

(Continued from page 1)

tures which have been reported as contenders for Academy Award nominations have not and will not play northern New Jersey for some time."

Among the pictures which the ATONJ president named as probable nominees are "La Strada," "Lust for Life," and "The Great Man."

"How can we go for a contest if three of the five nominees haven't played in our theatres?" Stern asked. "The situation is very similar to last year's Audience Awards contest when seven or eight pictures, including 'Marty,' did not play in our theatres by balloting time," he added.

Seeks New Clearance Policy

"It all stems from the clearance situation between New York, Newark and northern New Jersey and it belittles our theatres and our local newspapers who wish to join in the promotion," he said. ATONJ, for a number of years, has been seeking a new clearance policy for the area.

The Council of Motion Picture Organizations, which is conducting the Academy Award Sweepstakes Feb. 19 to March 26, when informed of the ATONJ exhibitor head's statement yesterday, said it had no comment.

Stern said that a number of industry topics were discussed at his unit's meeting yesterday, among them being a report on the national convention and the Allied States Association board meeting, arbitration, corporate mergers, print shortages, and the 1958 convention of national Allied.

He said that each exhibitor has received

a letter from Paramount asking aid in selecting the title for **Bob Hope's** new picture. The choice is between "Beau James" and "Love Me in December." "I think this is a step in the right direction in giving theatremen a say in title selection," Stern said, adding that a bad title can keep patrons away from the theatre. He said that many patrons thought that "Teenage Rebel" was a "juvenile delinquency" picture when actually it was based on a "wonderful" play, "Roomful of Roses."

Convention Committee Formed

Stern said that ATONJ has appointed a committee, composed of **Richard Turteltaub**, **Howard Herman**, **Bill Smith**, **Irving Dollinger**, **Wilbur Snaper** and himself, to work with the national Allied committee in staging the annual meeting at the Concord Hotel, Lake Kiamesha, N. Y., next October. Stern reported that newly-elected national Allied president **Julius Gordon** will be in New York from Texas next week for preliminary convention talks.

Commenting on arbitration, the ATONJ president said his unit "felt disappointed" that the distributors haven't replied or made a statement about it since the Senate Small Business Committee report. Stern said that the ATONJ membership also discussed the Council of Motion Picture Organizations situation, the national Allied proposal on retention of a public relations expert, and print shortages.

(Continued from page 1)

independent producer **Edward G. En** who filed the title "Josef Stalin" last April 18.

An announcement of the decision in yesterday's hearing is expected shortly.

Golden was involved previously two similar disputes with 20th Century-Fox over titles referring to Stalin. In one of these the arbitration committee granted 20th-Fox clearance to the title, "I Married Josef Stalin." In a previous hearing it ruled that "The Secret Crimes of Josef Stalin" as registered by 20th-Fox was "sufficiently distinguishable to prevent confusion" and upheld the independent producer's protest.

Summer Grosses

(Continued from page 1)

tures films is affecting theatre grosses. "But what will happen this coming summer when the prime time is given up by live shows and television, most likely, by the feature he asked.

Stern said it is his hope that the film companies sell any motion films to television, a clause will be inserted in the contract specifying hours in which pictures can be presented on television.

Expand Art Policy

HARTFORD, Feb. 5.—Art film policies, introduced to several Stanley Warner situations at New Britain and Ansonia, Conn., on a one or two days per week basis, are being expanded to other circuit theatres in Danbury, Torrington and Norwich, Conn. All theatres are playing regular Hollywood product the rest of the week.

Act as Co-Narrators

Eddie Cantor and **George Jessel** will act as co-narrators of the "show business cavalcade" to be presented at the entertainment industry's dinner in honor of **Jimmy Durante**. The affair will take place at the Waldorf-Astoria Hotel March 17.

N.Y. License Denial

(Continued from page 1)

G. Moritt, of Brooklyn. The present system provides for an appeal to the Board of Regents—and from it, to an appellate court, on points of law.

The Moritt measure further amends Sections 122 and 124 of the Education Law, to require that a written report of the Motion Picture Division, where a license is denied, be furnished the applicant within 30 days of submission of the film. Also to permit a review by the Regents, if the picture is not acted upon by that time.

Skouras Drive Films

Eleven films will be made available by 20th Century-Fox during its "Spyros P. Skouras 15th anniversary celebration," March 24 to May 4, **Alex Harrison**, general sales manager, announced yesterday. The films are "Heaven Knows, Mr. Allison," "Boy on a Dolphin," "Desk Set," "The Wayward Bus," "The Way to the Gold," "China Gate," "Beautiful But Dangerous," "Kronos," "She-Devil," "All That I Have" and "Break in the Circle."

Order Extending Loew's Divorce Dates Signed

An order indefinitely postponing both the Loew's, Inc., debt refunding deadline, which had been today, and the March 8 deadline for issuance of stock in the divorced theatre company to holders of stock in the parent company on the basis of one-half share of each for each full share presently held, was signed here yesterday by Federal Judge **Edmund L. Palmieri**.

That he would sign such a standby order was indicated by Judge **Palmieri** last Friday after the last of two hearings on Loew's request for extension of the deadlines on the two court ordered divorcement moves.

Daggett Rites Today

HOLLYWOOD, Feb. 5.—Memorial services for **Charles R. Daggett**, Columbia Pictures publicist who died Sunday, will be held tomorrow afternoon in Severance Hall, First Unitarian Church, with eulogy by **Rev. Irwin Gaede**.

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N.Y. Labor Bill

(Continued from page 1)

and under 21 may be employed in theatres and other places of amusement. It extends the limitations now in force for hotels, restaurants, beauty parlors and mercantile establishments.

Persons in this age bracket could be theatrically employed more than six days a week for 48 hours a week, and not more than eight hours a day—with specific exceptions, make a shorter work day or week. They also could not be employed in theatres or places of amusement between midnight and 6 A.M.

Entertainers Not Included

Males over 16 could not be employed in theatres and other places of amusement more than six days a week, or 48 hours a week, and not more than eight hours in one day—with the same exceptions. Between midnight and 6 A.M. they could not work in theatres and places of amusement between 10 P.M. and 6 A.M. The provisions would not affect employment in singing, acting, playing a musical instrument or performing. The bill's effective date would be July 1.

Large City Admissions in Quarter Period

WASHINGTON, Feb. 5.—Large theatre admission prices went up in the last quarter of 1956, the Bureau of Labor Statistics reported. The Bureau collects statistics each month in 18 large cities and publishes the results to reflect trends in the largest cities.

It said that adult admission prices rose 127.2 per cent of the 1947-48 average at the end of September to 129.4 per cent at the end of December. The children's price index went from 111.9 per cent to 113.9 per cent and the combined adult-child index from 124.9 per cent to 126.8. The 1956 average, BLS reported, was 127.2 per cent for adult prices, 111.9 per cent for children's prices and 124.7 per cent for the combined index. This compares with a 1955 average of 124.2 per cent, 109.4 per cent and 121.9 per cent, respectively.

Projectionists Strike Memphis Theatres

MEMPHIS, Feb. 5.—Unable to reach a new contract, the projectionists' union for 19 neighborhood theatres here went on strike today, leaving five theatres closed and others forced to operate with the few operators agreed upon. The other 14 theatres are being operated by the theatre owners.

The strike came after the owners offered the operators a new contract called for a 10 per cent cut in wages. The operators were willing to accept a 5 per cent reduction. Theatre owners say they must have some relief from TV competition.

'Look' Finds 20-29 Age Group Chief Filmgoers

Motion picture exhibitors draw their biggest audiences from among people who are in the 20-29 age group inclusive and their second biggest audiences from among people who are in the 15-19 group. Such are the latest findings in "Look Magazine's" continuing survey of U.S. markets. In third place, according to the survey, is the age group from 10 to 14.

Findings resulting from field work which was conducted in September, 1956, show that a total of 25,600,000 people in the United States who are 10 years of age or older said they had attended at least one movie in the week prior to interviewing—and of these, 12,900,000 were males and 12,700,000 were females.

Disney Earnings Off to \$685,601 for Quarter

HOLLYWOOD, Feb. 5.—Following the annual meeting of stockholders, the Walt Disney Productions management announced that first quarter earnings, for the quarter ended Dec. 29, were \$685,601, equal to 46 cents per share on 1,492,209 outstanding common.

The corresponding quarter last year reflected earnings from two large and very successful pictures released in close proximity, and showed net earnings of \$996,229, or 77 cents per share on 1,305,680 shares then outstanding, after giving effect to the 2-for-1 stock split made last August.

Stockholders reelected present directors, and at an organization meeting of the board following the stockholders' meeting, all incumbent officers were reelected.

BV to Launch Major Sales Drive This Week

Buena Vista Film Distribution Co., Inc., will launch its first major sales drive this week, it was announced yesterday by Leo F. Samuels, general manager of the Disney releasing subsidiary. It will be known as the "Million Dollar Collection Drive," to be headed by Irving H. Ludwig, Buena Vista domestic sales manager. Named to assist him will be Jesse Chinich, Western division sales manager, and James O'Gara, Eastern division sales manager.

The drive will span a total period of 17 weeks, from Feb. 1 to May 31, 1957. It will involve most of the Walt Disney feature productions and featurettes released by Buena Vista during the last three years. The films included are: "The Living Desert," "Davy Crockett, King of the Wild Frontier," "The Vanishing Prairie," "The Littlest Outlaw," "The African Lion," "The Great Locomotive Chase," "Song of the South" (re-release); "Fantasia" (re-release); "Davy Crockett and the River Pirates."

Bill Would Reactivate Censor Fee in Ohio

COLUMBUS, O., Feb. 5.—The \$3 per reel censor fee, which realized about \$250,000 per year when Ohio's defunct censorship was in effect, would be reinstituted under provisions of bills introduced in the Ohio Legislature to reactivate censorship in the state.

Additional prints would be charged \$3 for each 5,000 feet or more; \$2 for less than 5,000 feet, and \$1 for each 1,000 feet or less. The original \$3 fee is for each reel, not to exceed 1,000 linear feet.

Censorship Division Supported

Of the \$250,000 annual amount, some \$50,000 went to support the film censorship division. The remainder went to the audio-visual department of the Department of Education, which operates one of the world's largest film exchanges, with some 4,000 films distributed weekly to schools and colleges.

Members of the proposed three-person motion picture licensing board would receive \$25 per day (or part of a day), plus expenses. Members would be appointed by the Governor and would serve "at his pleasure." The bills would censor "obscene, lewd, lascivious or filthy" films and those "advocative or provocative" of immediate crime or jeopardy to public safety.

Rules Dish Payment Not To Be Taxed

WASHINGTON, Feb. 5.—The Internal Revenue Service has ruled that an amount paid by a theatre patron for participating in a dish club plan is not subject to admissions tax provided no part of the proceeds from the dish plan goes to the theatre.

It acted on a case where a theatre entered into an agreement with a promotion company for a dish plan, with the entire proceeds going to the promotion company. Patrons become members of dish clubs and get a booklet, the coupons of which entitle them to a dish on specific nights each week. The patron presents a coupon at the box-office and can buy a ticket for 25 cents less than the usual price but also pays 25 cents for a dish.

The Service said that since all the proceeds from the sale of the dish coupon went to the promotion company, it would not be counted part of the admissions price for figuring the Federal admissions tax.

Lazarus Joins Schlaifer

Ted R. Lazarus has joined the executive staff of Charles Schlaifer & Co., motion picture agency, it was announced yesterday by Charles Schlaifer, president of the company. Lazarus resigned his post as vice-president of Gommi-TV, Inc., television film producer, to join Schlaifer. He was previously with Donahue & Coe and advertising manager with Eagle-Lion.

NEWS ROUNDUP

See Johnston Trip Delayed

Motion Picture Association president Eric A. Johnston will probably not go to Europe now until sometime this spring. He was originally scheduled to leave sometime this month. An MPAA official said in Washington yesterday Johnston now felt there was nothing urgently pressing in England or Europe, and that it seemed less and less likely he would go soon. When he does go in the spring, the conference of MPAA foreign managers will be held, this official added.

WB Buys 'FBI Story'

Warner Bros. has purchased "The FBI Story," by Pulitzer Prize-winning Washington correspondent Don Whitehead. The deal was consummated as the direct result of a meeting among Jack L. Warner, president of Warner Bros.; J. Edgar Hoover, head of the FBI, and Louis Nichols, Hoover's assistant, on Warner's recent visit to Washington.

Plan Closed TV in Houston

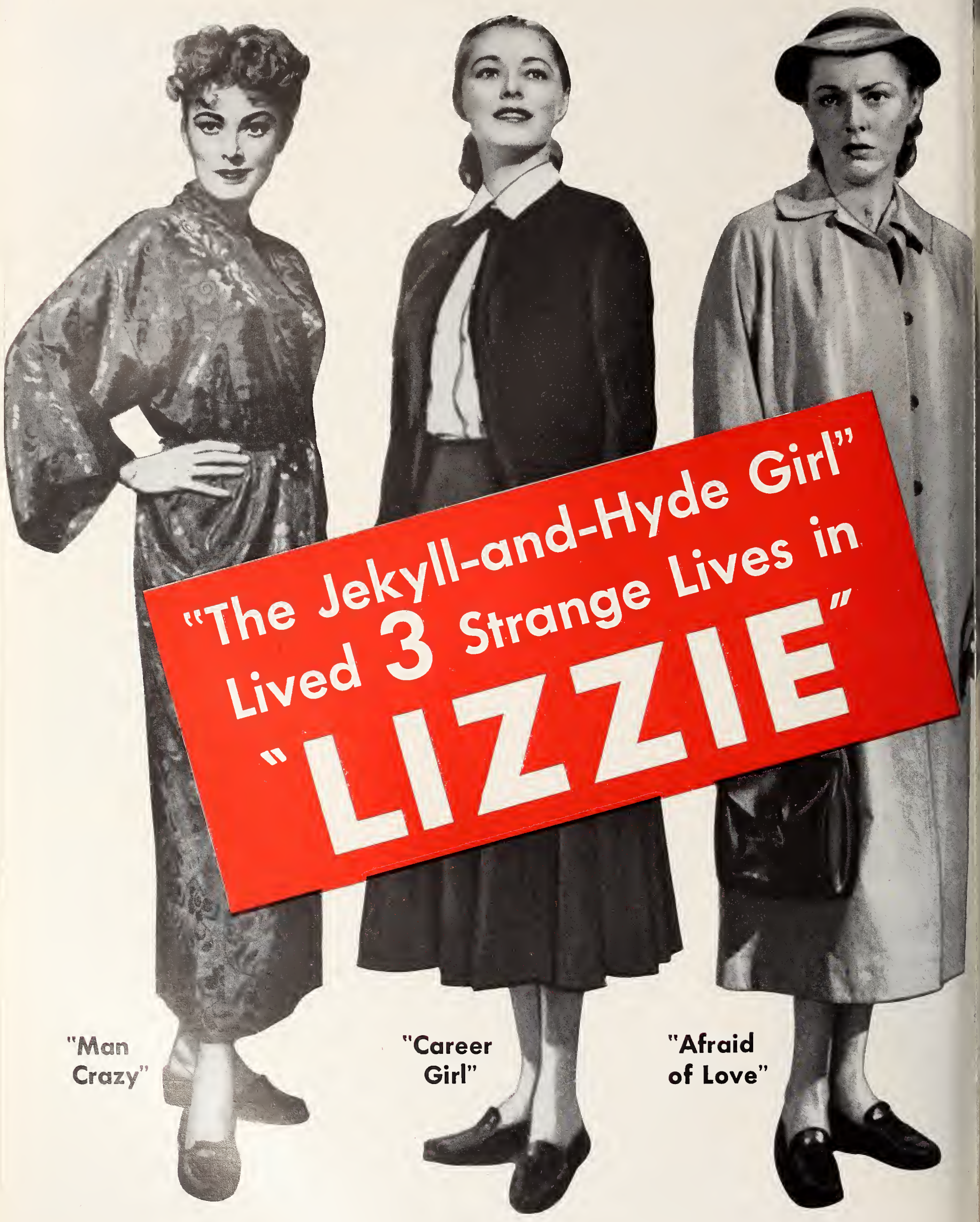
Closed television for home consumption with first run Hollywood films is scheduled soon for the Houston, Tex., area, according to H. W. Sargent, Jr., president of Home Entertainment Co. there. Trade name for the equipment to be used is AmpliVision, with wiring to be through regular telephone poles. The initial connection fee is reported to be \$100, with a \$5 a month service fee.

ANTA Joins Hungarian Fete

The American National Theatre and Academy has accepted an invitation to join in the special stage tribute in honor of the freedom-loving people of Hungary, according to Robert W. Dowling, ANTA chairman. The event will take place at the Roxy Theatre here Friday night. The ANTA program for assistance to Hungarian performing artists, administered by Marcella Cisney, will be represented at the reception by Miss Cisney and five Hungarian refugee artists being aided through the ANTA project.

Peppercorn Named V-P

Carl Peppercorn has been elected vice-president of Continental Distributing, Inc., in charge of sales, it was announced yesterday in a joint statement by president Frank Kassler and chairman of the board Walter Reade, Jr. Peppercorn joined Continental four months ago as assistant to the president, and will also continue his present duties.



"The Jekyll-and-Hyde Girl"
Lived 3 Strange Lives in
"LIZZIE"

"Man
Crazy"

"Career
Girl"

"Afraid
of Love"



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Directed by HUGO HAAS

Produced by JERRY BRESLER

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A Metro-Goldwyn-Mayer Release

REVIEWS:

Tears for Simon

Rank-Republic

The kidnapping of an 18-month-old baby, and the detection methods by which the police conduct their search, are the elements that make up this moderately interesting and occasionally suspenseful drama from the J. Arthur Rank Organisation. Although the film has been given a handsome physical production and utilizes the resourceful talents of many fine character actors, it is not of the type that will excite more than ordinary interest in the art houses this side. Its appeal is more for the general audiences who, unfortunately, probably will not recognize many of the names on the marquee.

The cast is headed by David Farrar, as the Scotland Yard detective-inspector assigned to the case, and David Knight and Julia Arnall, as the anguished parents of the stolen baby. Perhaps because the roles are so thinly written, the young parents, described as well-to-do Americans living in London, are not as interesting, nor is their plight as moving, as they should be in a first rate drama. However, when the film gets down to the business of the search it picks up speed, drama and a good deal of humor.

The search also allows for the camera to move about for some beautiful Eastman color scenes of London and the surrounding countryside, with the climax a literal cliff-hanger staged on the white cliffs of Dover. It's here that the parents and the police, after having followed many fruitless leads, finally locate the child and its kidnapper, a neurotic widow who has stolen the baby not for money but because her own child was lost at birth.

The film was directed by Guy Green. Vivian A. Cox produced and Earl St. John was executive producer. Republic Pictures is the U.S. distributor.

Running time, 91 minutes. General classification. For January release.

VINCENT CANBY

Five Steps to Danger

Kesler-United Artists

"Five Steps to Danger" has Ruth Roman and Sterling Hayden deeply involved in some melodramatic fencing with Soviet spies, American counter intelligence men, police and whatnot. Henry S. Kesler's screen play, which he also produced and directed, is based on a "Saturday Evening Post" serial by Donald Hamilton, with a story by Hamilton and Turnley Walker.

The story has to do with the efforts of Miss Roman to deliver a secret formula for a Soviet intercontinental

Kerman Deal

(Continued from page 1)

signed by board chairman Abram F. Myers, has informed Kerman "that there could be no endorsement of the plan by Allied. To have endorsed the plan would have exposed Allied to ridicule, in view of the position taken in a convention resolution," Myers wrote.

The National Allied resolution which Myers refers to in the bulletin deals with "offensive pictures and advertising." Called resolution No. 8, it states that "we deplore the fact that a few exhibitors in their anxiety for a temporary financial gain have risked the good-will and lowered the standards of the business by running so-called 'sex pictures' and pictures glorifying sex, dope, and other perversions which are offensive to the vast majority of theatre-goers. We also deplore the fact that so-called 'borderline pictures' are being promoted by the film companies, and in some cases by exhibitors, by offensive and often misleading advertising which is being widely criticized by the press and by religious, civic and welfare organizations. We call upon all who have offended in these particulars to mend their ways before they do irreparable harm to our business which is suffering under enough handicaps now without deliberately creating additional ones."

Kerman Denies Intention

Kerman, when informed of the national Allied refusal to endorse his plan, declared that "I have no idea of making anything 'borderline' or dealing with sex." Tudor proposes to produce films which will appeal to the family, he stated.

He said that his production program received exhibitor endorsement in the Allied small towns clinic session at the Dallas convention last fall. The recommendation of this clinic meeting was not presented to the national Allied convention as a whole then.

ballistics missile to a scientist working on a government project in New Mexico. It seems Miss Roman acquired this hot potato, which comes engraved on a steel mirror in code transcription, in Germany, where her brother, a member of the anti-communist underground, had died a martyr to his cause. She meets Hayden on a highway and gives him a lift when his car breaks down. Before you can say "danger," Hayden is deeply involved.

Miss Roman's efforts to get to the scientist are foiled by Russian agents Werner Klemperer and Richard Gaines, and what with the machinations of the American and Soviet representatives it gets hard at times to figure out who is what, to say nothing of what they are after. Things wind up with some even more complicated explanations by the Federal men, and then Hayward and Miss Roman clarify things nicely with a standard clinch.

Running time, 80 minutes. General classification. For February release.

LAWRENCE J. QUIRK

Television Today

ABC To Tell Progress Of Its Two Networks

Achievements of both the radio and television networks of the American Broadcasting Co. since the formation of American Broadcasting-Paramount Theatres, Inc., in 1953 will be reported in two conferences scheduled by ABC. One will be at the Waldorf-Astoria Hotel in New York, Wednesday, Feb. 13; the other at the Hotel Sherman in Chicago, Friday, Feb. 15.

On hand to hear reports on the ABC Television Network and ABC Radio Network will be leaders in the fields of advertising, business, industry, finance and the press. The out-

Accept Invitation to Westinghouse Concl

Several persons have accepted invitation of the Westinghouse casting Co., Inc., to be leading participants in the industry-wide convention on local public service programs to be held in Boston Feb. 27-March 1 under WBC auspices. They are Communications Commission chairmen George McConnaughey, James Brey, "Big John" Arthur, Frank Baxter, Louis G. Cowan and

look for the networks' future will be presented.

Leonard H. Goldenson, AB-PTA president, will be host on both occa-

One Man's TV Views

By Pinky Herman

FURTHER NBC promotions are in order. Thomas A. McAvity has been upped to executive vice-president, staff, and Robert E. Sherwood, who left the presidency of ABC Jan. 1 to become veep in charge of color activities, now becomes executive vice-president, TV Networks and sales, each reporting directly to Robert W. Sarnoff. Peter Elgar will film a documentary color subject for Winthrop Feller of the latter's Santa Gertrudis cattle and also Winrock Farm intensive irrigation system in Arkansas. . . . The Four Winds, a tall young quartet of Ohio University students who've been signed by Records are headed places via their new platter of "Colorado Mountain" b/w "Find Someone New." Group is managed by Cleveland's popular Music Man, Joe Miyasaki. . . . Scripter Hank Miles of "Garry Moore CBSparkler," getting those Garcia Vega cigars ready for local distribution. Bambino heir-rives in June. . . . Charles F. Katherine Cornell, Theodore Bikel and Phyllis Love will co-star in 90-minute NBCColorcast of Robert E. Sherwood's Pulitzer prize-winning play "There Shall Be No Night," on the "Hallmark Hall of Fame" day, March 17. Teleplay by Morton Wishengrad will be produced and directed by George Schaefer with Mildred Freed Alberg, exec. pro-

☆ ☆ ☆

Ex-Army Captain Joe Given, who's been doing a terrific free-lance job on teevee commershills, signed to do news and special events for WNEW, New York. Possessor of one of the finest speaking voices ever loaded with talent, watch Given Go-Go-Go. . . .

Rex Reason has been cast in the title role in the Goodson-Todman Productions new telefilm series, "The Legend of Ethan Allen" which goes into production tomorrow at the 20th Century-Fox Studios. The adventure series set in pre-Revolutionary days in American History, will be produced by James Fonda with William Russell, megging. . . . Signed to an exclusive long term ABC contract, Pat Boone will be seen this fall in a "live" TV series to sell Chevrolet cars for General Motors. The lad, a direct descendant of Daniel Boone, has had three golden records (million or more in sales) in two years. . . .

Claude Casey, handsome singing cowboy star, seen in several motion pictures and on his own TVehicle at WBT Charlotte, flies to Puerto Rico next week for a three week stint then back to his WLOS program in Asheville, N. C. Casey rates a contract to warble on disks, what with his fine warbling, style and national following. . . . Robert Q. Lewis, compiling a tome on humorous anecdotes that happened to him over the past ten years. Book is aptly titled, "Q's Who." . . . Dick Levitan, deejay at WEIM Fitchburg, Mass. rates a hand for his fine March of Dimes drive last week. . . .



Joe Given

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81, NO. 27

NEW YORK, U.S.A., THURSDAY, FEBRUARY 7, 1957

TEN CENTS

40 States 100 Theatres Date Enter Sweepstakes

Further Increase Seen Following Local Meets

Over 1200 theatres in 40 states, designated their intention of participating in the Academy Award Sweepstakes, Robert W. Coyne, spokesman for COMPO, announced today. Nearly 100 of these representatives, individually owned theatres, are now divided among 33 groups, ranging from three to more than 100 theatres each.

Further increase in theatre participation is expected.
(Continued on page 4)

Philadelphia Field Men Edge 'Sweeps' Aid

Special to THE DAILY
PHILADELPHIA, Feb. 6.—Support for the Academy Award Sweepstakes was mobilized among field men in Philadelphia at a special meeting called at the request of the group's chairman, Harry Weiss, in the Paramount Pictures building. The field men agreed to cooperate fully with exhibitors in the sweepstakes.
(Continued on page 4)

Stars to Tour Three Fox Films

Film personalities will tour the United States and Canada during the next four weeks in behalf of three Century-Fox films, it was announced yesterday by vice-president Einfeld.

The films are "Oh, Men! Oh, Women!", "The True Story of Jesse James" and "Boy on a Dolphin." The stars, Robert Wagner, Ginger Rogers and others, will be featured.
(Continued on page 4)

Television Today

Page
5

Study Danish Selling Deal

The board of directors of the Motion Picture Export Association at its meeting here this week discussed a proposal of the Continental Managers under which the companies would again sell their product in the Danish market by dealing with a group of "dissident" exhibitors who want to buy American product. Nine of the ten member companies of the MPEA were in accord on this proposal while the tenth company had reservations about the proposal, it was reported.

It appears now that negotiations with these Danish exhibitors, once accord is reached by the MPEA companies, will be conducted following the Danish theatres' resignation from their national exhibition association which was announced last week.
(Continued on page 5)

NBC, Hope Enterprises In TV, Theatrical Deal

From THE DAILY Bureau
HOLLYWOOD, Feb. 6.—Hope Enterprises and NBC have signed a deal whereby the latter enters into partnership with Bob Hope in the financing of five theatrical features and 40 full-hour TV shows to be produced at the rate of one per year.

Actually, the contract calls for the NBC's financial participation with the comedian in three new features since by the terms of the pact the network acquires 50 per cent of the H. E. interest in "That Certain Feeling" and the forthcoming "Beau James."

Alert MPAA Heads to Watch Developments in Washington

From THE DAILY Bureau
WASHINGTON, Feb. 6.—The presidents of the member companies of the Motion Picture Association of America have been alerted by MPAA department heads to closely watch and consider and to keep abreast of the latest industry developments dealing with subscription television, arbitration, anti-trust and discretionary damages involved, and Federal taxation, it was reported here today.

The company presidents, who constitute the MPAA board of directors, received this "alert" in a report recently compiled here and in New York by the Association, it was said. The report on subscription television

Golden Is Upheld in Title Dispute with 'U'

It was confirmed yesterday that a five-man arbitration committee of the Title Registration Bureau of the MPAA has unanimously upheld independent producer Edward Golden in his dispute with Universal Pictures over the latter's use of the title "Stalin Is Alive." Golden has challenged the title as being too similar to his own, "Josef Stalin," which he registered with the MPAA last April 18.

Universal can appeal the ruling to the full MPAA board of directors within five days of the time it has been officially signed and circulated. Asked yesterday whether they planned to do so, home office officials at Universal said they had no comment.

Filings Made for NT Proxy Solicitations

From THE DAILY Bureau
WASHINGTON, Feb. 6.—The Securities and Exchange Commission today reported that 14 directors and officers of National Theatres and management friends and one minority stockholder have filed declarations of intent to conduct proxy solicitation.

The National Theatres people who have filed 14B forms with the SEC are: A. M. Ahlskog, 100 shares; Paul F. Scherer and his daughter, Barbara, three shares; Laurence A. Peters, 200 shares; T. H. Sword, 800 shares; Alan May, no shares; Richard Millar, 1,000 shares.
(Continued on page 5)

Stockholders Told Warner Profit For Quarter Shows Increase

**\$1,569,000 Net Compares
With Previous \$927,000**

Special to THE DAILY
WILMINGTON, Del., Feb. 6.—The net profit of Warner Bros. Pictures, Inc., and its subsidiary companies for the first quarter of the current fiscal year showed a substantial increase over the comparable quarter of the previous year, stockholders were told at the annual meeting here today. Net profit for the three months ended Dec. 31, 1956, was \$1,569,000 compared with \$927,000 for the first quarter of the preceding fiscal year.

Income from film rentals, sales, etc., was \$1,569,000.
(Continued on page 4)

Walsh Retiring As Univ. V-P, Treasurer

Eugene F. Walsh, vice-president, treasurer and assistant secretary of Universal Pictures, will retire next month, it was reported here yesterday.

Walsh has been associated with Universal for many years. He was named assistant treasurer in 1945, and had the titles of comptroller and assistant secretary added in 1949.

He was elected vice-president and treasurer at the annual meeting here today.
(Continued on page 4)

Academy Nominations For Shorts Disclosed

From THE DAILY Bureau
HOLLYWOOD, Feb. 6.—The Academy of Motion Picture Arts and Sciences today announced these nominations for short subjects:

Cartoon subjects (cartoons of 1,000 feet or less):
(Continued on page 4)



Eugene Walsh

PERSONAL MENTION

BARNEY BALABAN, president of Paramount Pictures, is expected back in New York from the Coast today by way of Washington. **ARTHUR ISRAEL, Jr.**, his assistant, also will return to New York today from Hollywood.

JOSEPH R. VOGEL, president of Loew's-M-G-M, returned to the home office yesterday from a studio visit.

MAX FELLERMAN, Lopert Films vice-president and general manager, has returned to New York from the Coast.

DR. MEYER LEVIN, of the J. Arthur Rank Organization, will arrive in New York today from London via B.O.A.C.

BERNARD MENSCHELL, of Barcal Theatres, Hartford, has returned there from New York.

FRANK PACE, Jr., executive vice-president of General Dynamics, has accepted the chairmanship of the special March of Dimes benefit performance of "The Spirit of St. Louis" on Feb. 21 at the Radio City Music Hall here.

GINGER ROGERS will arrive in New York from Hollywood on Monday.

PHIL HARRINGTON, manager of the Stanley Warner Commodore Hull Theatre, Derby, Conn., has been shifted to the S-W downtown Strand Theatre, Hartford, as assistant to Jack Sanson, manager.

Final Dismissal Made Of Prudential Suit

The suit filed by Associated Prudential Theatres against the major distributors charging "unreasonable delay" in securing film clearances for its Long Island theatres was dismissed yesterday for the two remaining defendants, Columbia Pictures and United Artists. The action was taken here by Federal Judge Archie O. Dawson. Associated had asked damages of \$2,664,000.

In another action Judge Dawson dismissed an anti-trust suit brought by Laskey Brothers of Uniontown, Pa., operators of a drive-in at Fairmont, W. Va., against 20th Century-Fox, National Theatres Wesco Theatres and Spyros Skouras. The suit was dismissed for "lack of prosecution" on the motion of the defendants.

Program 'For Women Only' Wins Enthusiastic Response

Special to THE DAILY

DETROIT, Feb. 6—Exhibitor Bert Penzien will present the second in his series of matinee performances "for women only" at his Shores Theatre today with reaction to the first one last week reported "very enthusiastic."

Women attended from as far as 20 miles away, Penzien said. The bill will start today at 12:30, an hour earlier than last week. This was decided upon after consultation with his audience, many of whom have young children and prefer to leave earlier, according to Penzien.

The local press has continued to give attention to the series on a level with that which it offered in advance.

Ask N.Y. Legislature Rebuke 'Doll' Producers

Special to THE DAILY

ALBANY, Feb. 6—In an unprecedented action the legislature has been asked, via a concurrent resolution of Senator Joseph F. Periconi, Bronx Republican, and Assemblyman Louis F. De Salvo, Manhattan Democrat, to go on record as "publicly rebuking" the producers of "Baby Doll" and as recommending to the Board of Regents that greater care and supervision be exercised before approving the showing of similar pictures.

Affront to Italians Seen

The resolution declares that the film contains "ridiculous and derogatory reference" to Americans of Italian descent, and that such a release "tends to create bigotry, hatred, intolerance and bias, which are the working tools of the Kremlin and its agents." "Baby Doll" is further described as "indecent and abusive of dramatic license."

Brotherhood Week Post To Frank H. Ricketson

From THE DAILY Bureau

HOLLYWOOD, Feb. 6—Frank H. Ricketson, Jr., today was named exhibitor chairman of National Brotherhood Week, Feb. 17-24. Serving with him as co-chairmen on the exhibitor committee will be William Forman, Sherrill C. Corwin and Evert R. Cummings.

Other appointments included Joe Sarfaty, distributor chairman; M. Spencer Leve, John E. Lavery and Bruce Fowler, co-ordinators; Russ Brown and Pete Latsis, publicity co-chairmen, and Stan Brown, Harold Citron and Jack Dowd, associate committee members.

UA Makes New Booking Deal in Winnipeg

United Artists has made an unusual booking arrangement under which four theatres in Winnipeg will play UA program first-run day-and-date exclusively for five weeks. The plan will commence the end of this month at the Plaza, Palace, Grand and Tivoli, according to William J. Heineman, UA vice-president in charge of distribution.

Following the five weeks, the quartet of Western Theatres houses will devote three weeks of each month to UA bills. UA's former first-run outlets in Winnipeg operate on a single-bill policy, and the four-theatre arrangement was developed to facilitate double-billing of UA product, it was explained.

Simplex Corp. Is Made A Subsidiary of GPL

The Simplex Equipment Corp. of Bloomfield, N. J., formerly a subsidiary of General Precision Equipment Corp., has been made a subsidiary of General Precision Laboratory, Pleasantville, N. Y., also a GPE subsidiary, according to Hermann G. Place, president of GPEC. At the same time, Place announced that Dr. Raymond L. Garman, executive vice-president and technical director of GPL, and James W. Murray, GPL's executive vice-president and general manager, have been elected to the board of directors of Simplex. John L. Alden will continue as president and chief executive officer of Simplex.

New Status Clarified

The change of status of Simplex was effected, according to Place, "to bring about the dual advantage of placing greater manufacturing facilities under direct GPL control and of making GPL's extensive research facilities more readily available for work with Simplex's many projects in improving motion picture theatre projection equipment."

Sign To Make Films Of 'True Story' Plots

Adrian Weiss, partner in Louis Weiss & Co., and Irving Manheimer, president of MacFadden Publications, Inc., jointly announced yesterday the signing of an agreement covering the production, advertising and distribution of motion pictures under the designation, "True Story."

Weiss will produce a minimum of four pictures per year from the large story stockpile of "True Story" magazine, which has been published continuously for over 40 years. Major release and distribution terms will be discussed with several companies.

... NEWS ROUNDUP

Memphis Strike Still On

Four theatres in Memphis, Tenn., remained closed yesterday as projectionists operators continued the strike against 19 neighborhood theatres. The union had pickets at all. Those closed were the Crosstown Joy, Madison and Rosewood. Others kept open with owners operating machines.

Push Sunday Films Bill

The Florence County delegation to the South Carolina State Legislature is pushing through a bill which would amend the state law to allow citizens of the state to determine by referendum whether or not they want motion picture performances on Sunday.

Big Openings for 'Land'

Warner Bros.' "The Big Land" has been achieving "top business" in early Midwest area saturation markets, the company reported yesterday. It gave as "typical" figures gross at the Paramount, Kansas City, which was \$11,000 in the first week, and the Miller, Wichita, where it achieved \$10,000 the first week.

Censor Discussion Slated

"Private Censorship in Movies on TV" will be discussed tomorrow night in the first Harvard Law School Forum's 1957 series of discussions at the New Lecture Hall, Cambridge, Mass. Speakers will be Professor Geoffrey Schmidt of Fordham University and Patrick Murphy Malin, executive director of the American Civil Liberties Union, with Professor Benjamin Kaplan as moderator.

Plan Mexican Rock 'n' Roll

Of the approximately 92 pictures that Mexican producers expect to make in Mexico this year, at least 10 per cent will have a rock 'n' roll background, it was learned at the National Actors Union. ANA provides practically all players for films. There will be more Mexican musical films this year than ever before, it is expected, many of which will be in color.

AMPP Host to 32

HOLLYWOOD, Feb. 6—The international committee of the Association of Motion Picture Producers reported 32 visitors from 15 foreign countries were official guests of AMPP during January.



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National Pre-Selling

"THE Pride and Passion," produced and directed in Spain by Stanley Kramer, receives unusual and extensive pre-selling in the February 4 issue of "Life." Ten artistic pages done in free style by the well known artist, David Fredenthal, depict the full range of this epic film, which is to be released by United Artists.

"The Happy Road," the M-G-M film, will receive the "Parents' Magazine" Family Medal for March.

Erin O'Brien, who was voted the "most promising female star" in the "Fame"-TELEVISION TODAY poll, is the cover girl on "Look's" February 19 issue.

"She may play the lead in 'Majorie Morningstar,'" in the opinion of the motion picture editor of "Look." He made this prediction in a personality story of Erin which appears in the issue.

Richard Hubler has written an entertaining personality story about Alan Ladd for the February 9 issue of "The Saturday Evening Post." Stills from Ladd's recent films are used to illustrate the article. Also photos of Sue Carol, Ladd's wife, who was a well known actress in the late twenties and thirties.

Rock Hudson who stars in "Written on the Wind" and "Giant" is profiled in the February issue of "McCall's."

Joe Hyams, the biographer, tells about Rock's marriage to the secretary of his agent. To illustrate this part of the biography, "McCall's" has used photos of Rock and his wife made at their home in the hills above Hollywood.

"Kelly and Me" will receive substantial assistance in "Family Weekly's" March 31 issue. Piper Laurie, the feminine lead in this U.I. picture, will appear on the full-color cover. The west coast editor of "Family Weekly" has written a production story on "Kelly and Me" which will appear in the issue.

"The Magnificent Seven," reports Ed Miller in the February issue of "Seventeen," "is charged with excitement, touched with warm humanity and filmed with extraordinary beauty; the English sub-titles are excellent."

WALTER HAAS

Watch Congress, Says MPAA WarnerProf

(Continued from page 1)

some revolutionary changes in theatrical exhibition in American small towns.

Mention was also made about the pending Federal Communications Commission decision on pay-TV — a decision which it was said, would be of great long-range consequence to the industry. The report pointed out that if an affirmative decision is made, the industry will be face to face with a request for first-run feature film for subscription television. The report also cautioned about the question of how and on what terms the industry should participate in pay-TV, if and when the FCC hands down its decision.

Public Statement Suggested

The company presidents were informed in the report about the current status of arbitration and the exhibition associations announced plans to try and formulate an arbitration system. It recommended that the companies release a public statement of willingness to meet with exhibitors at their request to work out mutually acceptable arbitration machinery.

A review of the anti-trust and dis-

cretionary damages as laid down by the Sherman Anti-trust law and the Clayton Act is presented also in the report. Mention is made of bills now pending, which deal with revenue measures. On taxation, the report says that certain facts must be considered in formulating policy decisions. These facts are that there is a general Administration - Congressional policy against any reductions in excise taxes this year; the motion picture industry has received more favorable treatment on excises than any other industry, and members of Congress, including leaders, are grumbling that the industry is beginning to wear out its welcome on the tax score.

'Watchful Waiting' Urged

It recommended that the MPAA representative to the Council of Motion Picture Organizations should be requested to make clear to that organization that it should follow a policy of watchful waiting for the remainder of this session, with the idea that should circumstances change enough to warrant some hope for relief, then all could move forward in united action.

Sweepstakes

(Continued from page 1)

participation is expected following a series of meetings called by local exhibitors in various cities to plan for joint promotional campaigns.

Paul Levi of the American Theatres Corp. of Boston was named chairman of the Academy Award Sweepstakes committee for the New England area at a meeting of the Allied Theatres of New England, which voted to support the promotion.

Present at the meeting were representatives of the New England Theatres, Inc., with 35 theatres; the American Theatres Corporation, with 45 theatres; E. M. Loew's, with 54 theatres; the Maine and New Hampshire Theatres, with 23 theatres; the B & Q circuit with 12 theatres; the Middlesex Amusement Corp. with five theatres and district managers of the Warner Bros. and Stanley Warner circuits.

Martin J. Mullin, who was recently reelected president of New England Allied, presided at the meeting.

Philadelphia Field Men

(Continued from page 1)

campaign to begin at once to seek publicity through newspapers, radio and television.

Birk Binnard of Stanley Warner will take charge of publicity releases to the three media. Attending the meeting, in addition to Weiss and Binnard, were Wilt Young, Columbia; Irving Blumberg, Warners; Hal Marshall, 20th Century-Fox; Ed Gallner, M-G-M; Max Miller, United Artists; Hank Howard, RKO; Ed Rosenbaum, free lance; and Binnard's assistant, Herman Comer.

Academy Slate

(Continued from page 1)

feet or less): "The Jaywalker," U.P.A. Pictures, Columbia, Stephen Bosustow, producer; "Gerald McBoing-Boing on Planet Moon," U.P.A. Pictures, Columbia, Bosustow, producer; "Mister Magoo's Puddle Jumper," U.P.A. Pictures, Columbia, Bosustow, producer.

One-reel subjects (1,000 foot or less subjects not classifiable as cartoons): "I Never Forget A Face" Warner Brothers, Robert Youngson, producer; "Crashing the Water Barrier," Warner Brothers, Konstantin Kalser, producer; "Time Stood Still," Warner Brothers, Cedric Francis, producer.

Two-reel subjects (between 1,000 and 3,000 foot in length): "Cow Dog," Walt Disney Productions, Buena Vista, Larry Lansburgh, producer; "The Bespoke Overcoat," George K. Arthur-Romulus, producer; "The Dark Wave," 20th Century-Fox, John Healy, producer; "Samoa," Walt Disney Productions, Buena Vista, Walt Disney producer.

The purpose in announcing nominations at this time is to permit final screening of the nominated short subjects on Sunday, Feb. 17. At that time, active Academy members will view the films and vote.

Winners in each of the three short subjects classifications will be announced at the 29th presentations ceremony on March 27.

Walsh Retiring

(Continued from page 1)

treasurer in 1949. Questioned yesterday, Walsh said he would neither confirm nor deny his retirement plans "pending an announcement to be made to all of the papers later on."

(Continued from page 1)

for the three months in 1956 amounted to \$20,718,000. Federal income taxes were \$1,900,000 and contingent liabilities, \$150,000. Profit for the period is equivalent to 85 cents per share on 1,843,296 shares of stock outstanding after deducting the shares held in treasury on that date.

For the first quarter of the preceding fiscal year, income from film rentals and sales reached \$19,132,000. Totalled \$1,000,000 and contingent liabilities, \$100,000. This period equalled 37 cents a share on 2,426,300 shares then outstanding or served for exchange.

Based upon the operations for December and January, Warner Bros. anticipates that the profit for the second quarter ending March 2, 1957, will be substantially less than the profit for the first quarter, it was said. However, it is expected that the results of operations for the six months ending March 2, 1957, will exceed those of the corresponding six months last year.

Directors Reelected

It was also announced at the annual meeting that Harry M. Warner, Allan Warner, Jack L. Warner, Charles L. Warner, Jr., and Serge Semenenko were reelected directors for a two year term and Benjamin Kalmenson, Thomas Martin, Waddill Catchings and Roy W. Perkins for a one year term. The stockholders approved the granting of stock options to the following personnel: Jack L. Warner, Kalmenson, Herman Starr, Wolfe Cohen and Steve Trilling.

Stars to Tour

(Continued from page 1)

Rogers, Barbara Rush, Tony Randall, Julie London and Felicia Sanders will visit 38 cities in the two countries. They will meet the local press, appear on national and regional television and radio shows and at local theatres, and participate in a host of other promotional activities.

These six tours, according to E. J. Feld, mark the continuation of a 20-year Fox program to have at least two of the company's personalities visit every exchange city in the United States and Canada during 1957.

Albert, Jack Warner Stock Sales Reported

WASHINGTON, Feb. 6.—Allan and Jack Warner sold large blocks of Warner Brothers common in January, according to a report of Securities and Exchange Commission. It showed Jack Warner selling 9,000 shares in his own name and 1,400 shares on his own name and 1,400 trust accounts. Albert Warner was listed as selling 4,500 shares, leaving himself with 6,500 shares in his own name and 2,700 in trust accounts.

The report said Decca Records bought 21,000 shares of Universal Pictures common, increasing its holdings to 740,485 shares.

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PEOPLE

ae Hargrave has been named publicity director of the Society of Motion Picture and Television Engineers, effective Feb. 11. Miss Hargrave replaces Sue Grotta, resigned.

Herbert T. Brunn has been elected president, administration, for the national division of Radio Corp. of America, with headquarters in New York. He formerly was assistant general attorney, manufacturing and service divisions, with offices in Cambridge, N. J.

R. "Bob" Harris, Jr., has been named manager for the West Coast district of Florida State Theatres, with headquarters in Tampa. He replaces Frank H. Bell, who resigned his position but will continue with the company in another capacity.

Leeton Arnett has resigned as vice-president of Allen B. Du Mont Laboratories to accept the vice-presidency of the Chamber of Commerce of Greater Philadelphia.

Carl E. Warner, formerly staff engineer with Todd-AO Corp., has been named technical supervisor of the Michael Todd Co.

Will Nichols, associated with NBC since 1950, has joined Columbia Pictures as New York talent scout.

Ernice F. Livingston has been engaged to handle the advertising and publicity campaigns for the new Ek import, "Stella," it has been announced by Joseph Burstyn, Inc., distributor.

John G. Trezevant former managing editor of Collier's Magazine, will be the National Association of Radio and Television Broadcasters as manager of news and publications, it is announced by Donald N. Martin, NRTB public relations chief.

Alph N. Harmon, vice-president engineering, Westinghouse Broadcasting Co., Inc., has been appointed chairman on transmitting equipment for the Television Allocations Study Organization TASO, the company has announced.

Dividend for Reeves

Reeves Soundcraft Corp., New York, manufacturers of magnetic recording products, will pay a 5 per cent stock dividend March 15 on stock held on company record as of Feb. 15, according to Hazard E. Reeves, president. This is the first stock dividend to be paid by Soundcraft. There are 2,400,000 shares of common stock outstand-

NT's Filing

(Continued from page 1)

shares; Willard W. Keith, 5,000 shares; George Heyman, 16,000 shares; Peter Colefax, 3,500 shares; Earle Hines, 2,500 shares; Graham Sterling, Jr., 200 shares; John B. Bertero, 2,700 shares; Frank H. Ricketson, Jr., 30,042 shares; Elmer C. Rhoden, 88,325 shares, and Gregson Bautzer, 5,000 shares.

The minority stockholder, B. Gerald Cantor of Cantor, Fitzgerald & Co., who is seeking a directorship in NT, controls 7,000 shares, of which he owns 5,000 shares, according to the SEC notice.

National Theatres, as of Jan. 10 has issued 2,769,486 shares of which 2,699,486 are outstanding. The company will hold its annual stockholders meeting in Los Angeles on Feb. 19.

Rhoden Letter Urges NT Holders Oppose Cantor

LOS ANGELES, Feb. 6.—Elmer C. Rhoden, National Theatres president, has urged stockholders not to support the efforts of B. Gerald Cantor to elect himself to the board of directors of the company. In a letter to shareholders Rhoden identifies Cantor as a "securities dealer of Beverly Hills who first became a stockholder less than four months ago. He states that he and his associates now own 7,000 shares of stock."

Rhoden said further in his letter, "As far as we can ascertain, the only basis for Cantor's candidacy is the fact that he recently became a stockholder and that on his recommendation various clients of his securities firm have purchased and own an unknown amount of stock."

Study Danish Deal

(Continued from page 1)

has a fixed limitation on film rentals.

The American companies want to sell their product to Danish theatres at what they consider equitable rentals, it was said. The proposal recommended by the Continental managers provides for the use of a sliding scale up to 40 per cent in some first-run Danish theatres. It is reported there is a group of 11 Danish theatres who have plans to break away from the Danish exhibitor Association and deal with the American companies on an independent status.

The MPEA board also discussed the Spanish market and the proposal presented for reopening that market by the Continental managers. Discussions took place further on selling dates in Germany and the release of prints in that market without additional dubbing. Progress on the sale of product to Poland and Czechoslovakia, which are currently screening American product for selection, was taken up at the MPEA meeting along with the opening of negotiations in East Germany and Hungary by Marc Spiegel.

Scheduled reports on India and Latin America before the MPEA board of directors were not presented.

Television Today

The Critics Say...

As influential as the many nationwide syndicated TV columnists, are the hundreds of local newspaper critics whose views—though they inevitably reflect regional preference—more often than not have national validity. These reporters, asked to vote again this year in the annual MOTION PICTURE DAILY-FAME poll of television talent and shows, added a variety of comments on their views of the industry. Among them were the following reports from Michigan, Wisconsin and Ohio. If the city represented has a TV outlet, the name of the station and its affiliations appear in brackets, along with the population of the city or town.

Bettelou Paterson, Detroit Free Press, Detroit, Mich. (WJBK-TV, CBS; WTVS, non-commercial; WWJ-TV, NBC; WXYZ-TV, ABC; 1,849,568): "In this year of the quiz show and feature film, the best television fare was provided by the live dramatic shows. The feature films may get newer, but they are still plagued by cutting and commercials slapped in where there should be no interruption. The dramas, written for or adapted for TV, have the advantage of interruptions placed for best effect. . . . About the conventions. Never were there more bored people. No suspense . . . the cameras should have been more selective. . . ."

Donna Smecina, Muskegon Chronicle, Muskegon, Mich. (48,429): "Programs similar to—and including—Project 20 are to be recommended highly. Some producers are becoming lax in their showing of evil in such a way as to make it look good. Even though the evening shows are meant more or less for adults, producers should be aware that children are watching—and being influenced by what they see."

Norman T. Monson, Racine Journal Times, Racine, Wisc. (71,193): "Let's cut down on the westerns—some nights there is nothing but a string of Wyatt Earp, Cheyenne, Hickok, ad nauseum. . . . I think Eric Sevareid is probably underrated as a commentator. It would be nice if TV could get some good scripts."

Brainard Platt, Journal Herald, Dayton, O. (WHIO, CBS; WLW-D, NBC, ABC; 243,872): "The new season offers little that is special other than Playhouse 90 and the stronger emphasis on spectacular. NBC's new crop is particularly poor."

William R. Vale, Times-Star, Cincinnati, O. (WCPO-TV, ABC; WKRC-

UA Package Sold in 85 Television Markets

United Artists has sold its package of 39 theatre films in 85 television markets to date for billings of \$2,200,000, it was announced yesterday by John Leo, UA director of television sales.

The latest deals to be signed were with WNAC in Boston and CKLW in Detroit.

The 39-film package, which is made up of all post-1948 films, has been on the market only since last September. In that period it has been purchased in all the major markets, Leo said, and registered consistently high ratings.

Of the 39 pictures, all but three went into theatrical release from 1951 on, including ten that were initially distributed in 1955. Twelve are in color, and six stations are currently telecasting these in color. These outlets pay a premium, which is based on a percentage of the original licensing fee.

'Marjorie Morningstar' Screen Tests on CBS

The screen tests of an established star, Natalie Wood, and a comparative unknown, Erin O'Brien, for the title role of Warner Bros.' film version of "Marjorie Morningstar" will be shown on the Ed Sullivan Show over CBS-TV this Sunday night. It will mark the first time actual Hollywood screen tests ever have been shown to the public, according to WB.

Correction

In a news story in Tuesday's TELEVISION TODAY dealing with the forthcoming meeting in Hollywood of the Songwriters Protective Association, it was inadvertently printed that Abel Baer is president of the Songwriters Protective Association. He will preside at the coast meeting Feb. 19.

TV, CBS; WLW-TV, NBC; 503,998): "Too much emphasis is put on ratings. One program, trying to entertain the largest audience, substitutes quantity for quality."

William E. Totten, Lorain Journal, Lorain, O. (51,202): "Have but one comment on television—except for special events like the political conventions, the coverage of news is deplorable."

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MOTION PICTURE DAILY

81, NO. 28

NEW YORK, U.S.A., FRIDAY, FEBRUARY 8, 1957

TEN CENTS

% Decline

Charge N.Y.C. Ticket Tax Its City, Too

Closings, Assessment to Show Repeal Need

assessed valuations of Man-
theatres alone in New York
have declined \$24,500,000, or
cent, in the last five years,
ing to assessment figures re-
by the city.

consequence, Metropolitan New
exhibitors are citing the city's
statistics as an argument in favor
real of the municipal five per
missions tax. Many exhibitors
that the tax is responsible for
put many New York theatres
business and thereby reduced
assessed valuations of the prop-
with a consequent decline in
(Continued on page 6)

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Irving Evans

Evans became stage manager of
(Continued on page 6)

television Today

Page
7

Odeon Circuit's '57 Grosses Are Holding Up To Last Year's Levels

Special to THE DAILY

TORONTO, Feb. 7—Business for the Odeon Theatres (Canada) Ltd. circuit in January equalled that done in the same period as last year and continued on a level with that of last fall when it held up "very well," according to Frank Fisher, general manager for the circuit.

Opinion Research Signed For Industry Market Survey

A committee of the Motion Picture Association of America has approved the retention of Opinion Research Corp. of Princeton, N. J. to conduct the first phase of the industry market survey on consumers, it was reported here yesterday.

The survey is to determine the public's motion picture "likes and dislikes" and is one of the MPAA's proposals on ways and means of bolstering the box office.

United Artists Expands Home Office Quarters

United Artists is expanding its New York home office quarters at 729 Seventh Avenue and will take over an additional floor next week. This will bring its total space in the building to six floors. The new facilities will occupy the entire eleventh floor, which formerly accommodated Columbia Pictures executive offices. The area has been under reconstruction for the past six weeks.

When ready, the floor will house
(Continued on page 6)

Speaking from his company's ex-
perience, Fisher suggested that better
pictures be booked in the pre-Christ-
mas season. He said the usual reces-
sion expected last Christmas didn't
materialize when "topgrade" films
were placed on the screen.

Fisher added that formerly when
bad weather came on, people stayed
in to watch TV. Now they go out
to the movies. Fisher said he had a
(Continued on page 7)

Danish Exhibitor Head 'Regrets' MPEA Plan

By BORGE SLOT

COPENHAGEN, Feb. 7.—Harry Frandsen, chairman of the Danish Exhibitors Association has expressed "regret" over a Motion Picture Export Association of America plan to conduct negotiations with a group of independent exhibitors who have declared their willingness to accept American film rental terms.

Frandsen's reply comes following a report by Carl York, MPEA Scandinavian representative, that if no agreement can be reached before Feb. 15 between the MPEA and the Danish theatre group, the MPEA will feel free
(Continued on page 7)

Plea for British Tax Reduction Cites Industry Financial Losses

By WILLIAM PAY

LONDON, Feb. 6 (By Air Mail)—In anticipation of the Chancellor of the Exchequer's budget statement and immediately after a meeting with Nigel Birch, economic secretary, the All-Industry Tax Committee issued a 16-page document pressing the trade's plea for a reduction of £21 million in entertainment tax.

The document points out that calculations made by the Cinematograph Exhibitors Association indicate that the percentage of cinemas now incurring losses is around 25 per cent. Last year the figure was estimated at 10 per cent.

Referring to the case submitted last year establishing the need for a re-

duction in entertainments duty of about £20 million in order to place the industry on a sound financial basis, the document points out that although some offset has resulted from an increase in seat prices, the position of the industry has deteriorated. The persistent decline in cinema admissions accelerated in 1955 when admissions amounted to 1,182 million com-
(Continued on page 6)

Distributors

Advance Plans For Meet on Arbitration

Several Companies Reply Favorably to TOA, Allied

By LESTER DINOFF

Several distribution companies have informed Theatre Owners of America and Allied States Association by letter of their willingness to meet with exhibition once more in an effort to work jointly for industry betterment and the establishment of an arbitration plan. MOTION PICTURE DAILY learned yesterday.

Company executives said replies have been sent to both TOA and Allied following their inquiries of late January to company presidents as to whether their companies were willing to meet to discuss arbitration.

Arthur B. Krim, president of United Artists, yesterday stated that he has notified both TOA and Allied that U.A. is willing to meet with exhibition rep-
(Continued on page 2)

Nine More Circuits To Enter Sweepstakes

Nine more circuits, representing 323 theatres, yesterday advised Robert W. Coyne, special counsel for COMPO, that they will participate in the Academy Award Sweepstakes. Ten individual theatres also sent in their entries, bringing the total number of participants to date just under the 1550 mark.

COMPO also was informed that Don Walker of Warner Bros. has been named chairman of the Acad-
(Continued on page 2)

Introduce Third Bill For Pa. Censor Law

Special to THE DAILY

HARRISBURG, Pa., Feb. 7 — Another new attempt, the third so far in the current session, to bring Pennsylvania's motion picture censor law within the limits of the Constitution, was introduced in the House by Reps. Leo J. McLaughlin and Walter
(Continued on page 7)

PERSONAL MENTION

PAUL N. LAZARUS, Jr., Columbia Pictures vice-president for advertising-publicity, has left New York for Florida.

MORI KRUSHEN, United Artists exploitation manager, will arrive in Miami today from New York.

CHARLES BOASBERG, Paramount's supervisor of sales on Cecil B. De Mille's "The Ten Commandments," returned to New York yesterday from Toronto.

RICHARD BRANDT, president of Trans-Lux Distributing Corp., and **GEORGE ROTH**, vice-president and general sales manager, have left New York for visits to key cities between here and the Coast.

ELLIOTT WITT, treasurer and general manager of Hecht, Hill and Lancaster, has arrived in New York from the Coast.

HERB STEINBERG, Paramount's national exploitation manager, will leave New York by plane on Monday for Dallas.

EMERY AUSTIN, M-G-M exploitation head, will leave here on Sunday for Chicago.

See SCC Working on TV Report Shortly

WASHINGTON, Feb. 7.—The Senate Commerce Committee will probably work on its proposed report on subscription television at its next meeting, members said. This is slated to be the first of three reports released by the committee on its TV hearings last year. The next scheduled executive session meeting of the committee is Feb. 27, but one could be held earlier.

Plan 'Battle' Premiere

Activities for the world premiere of Universal - International's "Battle Hymn" at Marietta, Ohio, next Thursday night will include a special program featuring music by the Air Force dance band, talks by governors of two states, appearances of visiting movie stars, and the public swearing-in of Air Force enlistees. The program is being sponsored by the Air Force Reserve Squadron located there, in cooperation with the "Battle Hymn" premiere committee, and the Air Force.

Arbitration Meeting Nearer

(Continued from page 1)

representatives. He said his letter advised that William J. Heineman, UA vice-president in charge of distribution, would represent the company at such a meeting.

It was learned that Republic Pictures, RKO Radio Pictures, 20th Century-Fox and Allied Artists are among other companies which have already replied favorably to the TOA and Allied proposal on arbitration. Answers from other companies have been delayed, it was said, due to the absence from the city of their top executives.

Stellings Statement Recalled

Ernest G. Stellings, TOA president, in a press conference here early this month, declared that his organization hoped to be able to sit down with the distributors and work on arbitration as soon as possible. He said his group's arbitration committee expects to formulate its plans for an industry arbitration system by using as a basis previous industry drafts, taking up certain items in them and rejecting others.

The other film companies have in-

formed Stellings, following individual meetings between the TOA president and company executives held here late last year, that an arbitration and conciliation system for the industry would be beneficial and is necessary. Among them were Universal, Columbia, Loew's and Paramount, it was reported.

RKO's effectiveness in formulation of an industry arbitration plan is dubious in view of its withdrawal from distribution, but Universal's participation is increased by virtue of its handling the RKO product in addition to its own, observers feel.

Rentals the Sore Point

Earlier all-industry efforts to agree on an arbitration plan were wrecked when a year ago TOA abandoned a completed draft to side with Allied, which had withdrawn earlier from negotiations, in insisting upon inclusion of film rental arbitration in the plan. Distributors previously had made it clear that they would accept no arbitration plan which included such a provision.

'Sweeps' Aid

(Continued from page 1)

emy Award Sweepstakes committee in Kansas City, Mo.

The latest circuit entries include Schine, 116 theatres; Commonwealth of Kansas City, 65 theatres; Jamestown Amusement of New York, 46; Interstate of Boston, 34; Y & W Management of Indiana, 31; Saver Corp. of Trenton, 13; Richardson's of Virginia, 8; First National of Yakima, Wash., 6 and Cumberland of Ky., 6.

Individual theatre entries included the Highland of Myrtle Point, Ore.; Roxy of Ramsey, Ill.; McCleary of McCleary, Wash.; Biddle of Baltimore; State of Pittsfield, Mass.; Shores of St. Clair Shores, Mich.; Plaza of Burlington, Wis.; Strand and Liberty of Kalispel, Mont.; and Valuskie of Buena Park, Calif.

Urge Newspaper Aid

Meanwhile newspapers of the nation will be invited to "get aboard" the Sweepstakes in the 73rd of the series of COMPO ads in "Editor & Publisher," which will appear tomorrow.

"Since this is entirely a local promotion," the ad says, "we urge newspapers to communicate at once with their local theatres and work out ways in which both may benefit from it."

A postscript to the ad informs editors that the Sweepstakes are not to be confused with the Audience Awards election, in which the public votes for its favorites. This will be held later, it is said.

Slate Social Events for Texas Drive-In Conclave

AUSTIN, Tex., Feb. 7.—The planning committee of the Texas Drive-In Theatre Owners' Association has decided to hold a dance on the last night of its convention in Dallas late this month instead of the traditional banquet. The state convention will be held at the Adolphus Hotel Feb. 25 to 27.

E. L. Pack, activities chairman, proposed the holding of the dance, and the committee passed the resolution at a recent meeting. It was also decided that the officers of the association be presented at the affair, which will be held on the Roof of the Adolphus and that door prizes be awarded. Additional activities will also be scheduled for the wives of delegates during the three-day convention.

See Prod. Cutback

An industry-wide cutback in production of black-and-white television receivers will occur in the next few months, according to Benjamin Abrams, president of Emerson Radio and Phonograph Corp. He made the prediction at one of the company's annual meetings, saying the cutback would be the result of poor sales last month.

'Battle' To Capitol

Universal - International's "Battle Hymn" will have its New York premiere on February 15 at the Capitol Theatre.

NEWS ROUNDUP

Freed Sets Paramount Show

Alan Freed will head the personalities to appear in a "rock 'n' roll" stage show at the Paramount Theatre here for a one-week engagement starting Friday, February 22. The screen attraction will be Columbia's "Don't Knock The Rock," in which Freed also appears.

'Bachelor' Tie-In Set

United Artists has concluded a national tie-up with Signet Books on behalf of "The Bachelor Party," Hecht, Hill and Lancaster film, announced by Roger Lewis, UA national director of advertising, publicity and exploitation. Signet will publish a pocket edition of the film featuring scenes from the film. The initial printing will be 500,000 copies with subsequent editions to be published as the picture goes into general distribution.

Hungarian Reception Today

Top United Nations, civic and relief organization officials will attend a special reception for Hungarian refugees at the Roxy Theatre tonight at 5:30 P.M. The event will serve to introduce the refugees to stars of the entertainment world as well as representatives of the world organization and international relief agencies. Included will be a buffet supper and viewing of the Roxy's film presentation, 20th Century-Fox's "The Girl Can't Help It."

93rd 'Family Medal' to M-G-M

M-G-M's "The Happy Road," produced independently by Gene Kraskin, has been awarded the Family Medal for the month of March by Parade Magazine. This is the 93rd medal the company has received from the magazine since its initiation of the awards in September, 1934. The number is more than any other company, according to the magazine.

NEW YORK THEATRES

RADIO CITY MUSIC HALL—
Rockefeller Center
JOHN WAYNE • DAN DAILEY
MAUREEN O'HARA
starring in METROCOLOR in
"THE WINGS OF EAGLES"
An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

PEOPLE

o F. Samuels, president of Buena Vista, has announced the appointment of Lee Heidingsfeld, formerly branch manager for RKO Radio in Cincinnati, as sales representative for Buena Vista in that area. Additionally, Samuels disclosed that Don Conley, formerly branch manager for RKO in Des Moines, has joined B.V. as representative for the Seattle territory.

Harry Brillman, salesman for the National Guild in Philadelphia, has agreed to join Clark Film Distributors in that city. He will be assistant to Clark, manager of the local branch.

Norman Wheaton has joined the managerial staff of United Detroit Theatres. For many years he managed the Telenews Theatre there, and the State in Cayohoga Falls, O. Currently serving in a "roaming" capacity, he will shortly be assigned to Detroit.

John L. Calvocoressi, attorney and partner in Bercal Theatres, Hartford, has joined the Hartford law firm of W. H. Dodd, Blumenfeld & Nair. He will retain his interest in the circuit which operates the Parsons and the Hartford; Manchester Drive-In, in Plainfield, Conn.; and the Plainfield, Conn.

Ne Verbin, veteran theatre manager and one-time amusement advertisement manager of the "Philadelphia Record," has announced his retirement from the industry and has left his post as manager of the Philadelphia Overbrook Theatre.

Stock Broker Rooms Theatres Planned

SEATTLE, Feb. 7. — Joe Daniels, Seattle booking agent, is promoting a plan under which the nation's motion picture theatres would be converted during idle morning hours into stock brokers' board rooms. Daniels is interested in following stock market reports would pay a small admission, probably 50 cents, to watch projected tapes of the New York Stock Exchange, the American Stock Exchange, and the Dow Jones Service.

Brokerage houses would be encouraged to set up branch offices in the theatres to handle purchases by telephone with main offices. Daniels has sent literature to 1,850 stock exchanges and 600 brokerage offices in the U.S. and is preparing a fuller exposition of his plan to be sent to 200 local editors and writers. Locally, he is negotiating for the use of the Box Theatre and he is also encouraging houses elsewhere in Washington and Oregon.

Deny Rank To Assume Para. Distribution

From THE DAILY Bureau

LONDON, Feb. 6 (By Air Mail).—Paramount Pictures has issued a statement here denying reports that the Rank Organisation will take over distribution of its films in Great Britain. The statement said: "Owing to the many rumors that have been associated with the recent sale of theatre interests and the Olympic Laboratories to the Rank Organisation, to the effect that this latter organisation will shortly take over the distribution of Paramount releases in Great Britain, F. E. Hutchinson, managing director for Paramount, Great Britain, desires it to be made quite clear that such rumours have no foundations whatsoever."

"There has never been any proposal of such a nature, and nothing is further from the thoughts of Paramount."

Okla. Exhibitors Study Drive-In Availability

OKLAHOMA CITY, Feb. 7.—United Theatres Owners of Oklahoma has given a report on steps being taken locally on the problem of availability of pictures to drive-in theatres at its executive board meeting here. Earl Snyder of Tulsa, chairman of the board, presided.

Snyder told the board that one distributor has already been approached "with satisfactory results" about the withholding of pictures from drive-ins in regularly established availabilities. Talks with another distributor are still incomplete, he said.

In other business the board went on record as being in favor of and supporting legislation to control vandalism "in all businesses."

Extend MGM Contracts For Three Executives

WASHINGTON, Feb. 7.—Loew's, Inc., in a report to the Securities and Exchange Commission, has extended its employment contracts for three of its top executives. Contract extensions were given to vice-president Howard Dietz, vice-president and general counsel Benjamin Melniker, and Arthur Loew, president of Loew's International. Dietz had his contract extended from July 15, 1956, to March 1, 1962; Melniker, from Dec. 31, 1957, to Dec. 31, 1959, and Loew to March 1, 1958.

Set Va. Meeting

OLD POINT COMFORT, Va., Feb. 7.—The annual convention of the Virginia Motion Picture Theatre Association will be held at the Chamberlain Hotel here June 11 to 13.

Kelly Leaves U-I

ATLANTA, Feb. 7. — Bill Kelly, branch manager for Universal-International, has resigned to join Tom Lucy's exhibitor service.

RKO Branches Closed All Over Country

RKO Radio Pictures has closed all of its branches in the United States since the company's product has been turned over to Universal Pictures for distribution, according to an RKO executive.

Negotiations are currently taking place between RKO and distribution companies concerning the distribution of RKO product in Canada, it was said.

Cinema Circuit Acquires Three San Antonio

DALLAS, Feb. 7.—William O'Donnell, president of Cinema Art Theatres, Inc., with home offices here, has announced purchase of the Josephine, Woodlawn and Laurel Theatres in San Antonio from Tom Summers.

Tom Powers, San Antonio representative of Cinema Art, has been appointed city manager of the three newly acquired showplaces in addition to the Texas Theatre, flagship of the circuit. The Josephine is an art theatre, while the Woodlawn and Laurel are "deluxe" suburban theatres.

Cinema Art Theatres was organized in the fall of 1955, and in addition to the San Antonio theatres operates the Bowie, a suburban art theatre in Ft. Worth and the Broadway and Yale Theatres in Houston.

Appeal Censor Ruling

BALTIMORE, Feb. 7.—The Maryland Court of Appeals at Annapolis, Md., was asked today to rule on the constitutionality of Maryland's censorship law and define "obscene" matter. The questions were presented the high court in an appeal by the Motion Picture Censors of Maryland to a Baltimore court decision. In the lower court, Judge Joseph Byrne had reversed the board's order that certain scenes be eliminated from "Naked Amazon" before it could be shown in Maryland. The board banned the scenes on the ground that they were "obscene."

Continue Tax Rate

WASHINGTON, Feb. 7 — The House Ways and Means Committee has voted to continue the 52 per cent corporate tax rate for another year, until April 1, 1958. The rate would otherwise have dropped to 47 per cent this April 1. The bill will probably come up on the House floor under a no-amendment procedure the week of Feb. 18.

Seek Sunday Films

COLUMBIA, S. C., Feb. 7.—Under the terms of a bill introduced in the House of Representatives by William A. Reel, Jr., motion picture showings would be allowed in Edgefield on Sunday if they did not conflict with any church services in the town.

Journal Says Theatres Lure Patrons Back

Theatres are successfully luring patrons back to the box office, the "Wall Street Journal" told its readers yesterday in "roundup" story on page one dealing with the current status of the motion picture industry. The article states that "many theatre operators in major cities and small towns say more people went to the movies in 1956 than in 1955, although attendance still trailed the pre-TV era by a wide margin. And in most cases it was the customer pull of big-budget, long-running films such as 'Giant,' 'Moby Dick,' and 'Guys and Dolls' that did the trick."

John Rowley Quoted

The article quoted circuit spokesmen on attendance, including John H. Rowley, president of Rowley United Theatres. "TV's novelty has worn off and many people are getting more selective about what they watch. Attendance dropped off 20% to 40% between 1949 and 1954. But then the curve leveled off and started up again. It's been sneaking upward ever since," Rowley said.

A spokesman for United Paramount Theatres was quoted as follows: "The fourth quarter of 1956 showed a good comeback, which seems to be continuing into 1957."

The "Journal" also noted a drop in attendance in some areas, including Detroit where the Fox Theatre, described as the largest in the city, "suffered a 9% dip from 1955. But, adds managing director Robert Bothwell, 'the trend reversed itself in October when the product got stronger.'"

Refreshments Seen Vital

Attention is paid in the "Journal" article also to the importance of concession revenue to exhibitors. The manager of a theatre in Cleveland told the "Journal" it is a "must" for two reasons: "First it brings in additional revenue and second, customers won't patronize a movie house that doesn't have a popcorn stand. We know; we were forced to add popcorn to our candy stocks because of the many complaints from customers."

Plan Swimming Pool At Canadian Drive-In

TORONTO, Feb. 7.—The need for a swimming pool in Truro, N. S., is to be filled by the Bel-Air Drive-in, operated by Roy D. Robertson. The pool, costing between an estimated \$30,000 and \$50,000, will have landscaped grounds for sun-bathing, plate glass panel slides for the pool, spacious showers and locker rooms and bleachers, as well as a diving tower.

The youngsters in the community have no summer cottages or bathing beaches to go to in the summer.

THE *BATTLE HYMN*

Premiere activities highlighted by
personal appearances of ROCK HUDSON,
DAN DURYEA, MARTHA HYER, JOCK MAHONEY
and other important personalities.

TELEVISION, RADIO and news coverage
on a national scale...

Backed by unprecedented
co-operation of city and state officials.
PREMIERE CELEBRATION will be focal point
for large scale territorial openings!



World Premiere

MARIETTA, OHIO (hometown of Col. Dean Hess) FEB. 14, 1957



Universal-International presents

BATTLE HYMN

starring **ROCK HUDSON**

MARTHA HYER · DAN DURYEA

ANDRE DEFORE · ANNA KASHFI · JOCK MAHONEY with **CARL BENTON REID**

by **DOUGLAS SIRK** · Written by **CHARLES GRAYSON** and **VINCENT B. EVANS** · Produced by **ROSS HUNTER**

CINEMASCOPE · **TECHNICOLOR**®



UA Expanding

(Continued from page 1)

the company's board room, the personnel department, branch operations staff, the television sales department, foreign accounting and some units of the advertising-publicity-exploitation accounting department, as well as the mail, mimeograph and teletype departments.

In Progress for Two Years

With the completion of the eleventh floor renovation, the twelfth floor, occupied by the advertising, publicity and exploitation staffs, will be altered to accommodate the staff expansion that has taken place over the past two years. In addition, UA is taking over 650 square feet on the fourth floor for a new telephone switchboard facility.

Irving Evans Dies

(Continued from page 1)

the Center Theatre in Rockefeller Center. He was transferred to the Music Hall as stage manager the following year. He was made vice-president and assistant to Russell V. Downing, president of the Music Hall, in 1952. Evans was a nephew of Jacob Epstein, the sculptor, and was a brother of Abner Dean, the cartoonist. He is survived by his wife, Ludmilla, and two daughters, Lynn and Jennifer.

REVIEW:

The Young Stranger

RKO-Universal

JAMES MACARTHUR, son of actress Helen Hayes and the late writer Charles MacArthur, makes an impressive film debut in this forceful and touching heart-appeal drama of a father-son estrangement. As the title indicates, the 16-year-old protagonist is a stranger to his busy film producer father, James Daly, who pays attention to him only when lectures are in order. High-spirited, intelligent, full of adolescent energy, young MacArthur gets sympathetic response only from his mother, Kim Hunter.

The frustrations implicit in this domestic situation lead to some inevitable results, and before the film is very far along, MacArthur is at the police station charged with assault and battery on a theatre manager who had attempted to control his high spirits. However, it develops, the boy struck in self-defense and the manager refuses to admit this. When Daly refuses to believe his son's story, the gulf that separates parent and child registers in its enormity for all concerned.

MacArthur at 19 is a skilled young actor of the naturalistic school. He punches home dramatic points like a champ; alternates compellingly between puppy-like friendliness and glowering belligerency. A characterization that could have been unsympathetic in hands less sure becomes a vivid creation as he depicts it.

Daly is forceful in his earlier scenes, touching in his final ones, when he realizes the damage done by his neglect of his boy. Miss Hunter is superb as MacArthur's mother, who bears her own cross of domestic estrangement from Daly.

James Gregory, Walt Bissell, Jeff Silver and others are all able in support. A young team put this together. Stuart Millar produced, John Frankenheimer directed, and Robert Dozier wrote the screenplay. All have gotten off to a flying start in what promises to be distinguished careers in films.

Running time, 84 minutes. General classification. For February release.

LAWRENCE J. QUIRK

N. Y. C. Taxes

(Continued from page 1)

the city's collections of real property taxes.

The city's figures showed that year Manhattan theatres, including legitimate houses in the Times Square area, numbered only 186. These a gross assessment for municipal purposes of \$94,300,000.

In the 1951-'52 tax year, the city had 234 theatres, with a assessed valuation of \$104,400,000. The decline is proportionate in most of the four other boroughs, city annual records show.

Was Frequently 'Last Straw'

While metropolitan exhibitors usually do not lay the entire blame for the city's theatres to the municipal tax, they do argue that in many instances it was the straw that broke the camel's back—the final of a series of setbacks that forced many theatres, particularly small neighborhood theatres, out of business in the two years.

The city's own records, they contend, constitute a powerful argument for elimination of the tax. The city threatens the continued existence of additional theatres here and there, and the city's revenue is progressively reduced city income from real estate taxes.

See N.Y. Film Tax \$450,000 For Year

ALBANY, Feb. 7—The motion picture tax collected by the State Taxation Department for the licensing of films exhibited in New York State probably will yield \$450,000 in the fiscal year 1956-57. Governor Averell Harriman prophesied this, in his annual budget submitted to the Legislature on the basis of the take-up of the first 10 months. He said the change is anticipated for 1957-58.

The budget report revealed that \$3,243,000 had been received in the state's general revenue fund from the film licensing system—based on a fee of \$3 per thousand feet for original and \$2 per thousand for copy—since 1948-49. This exceeds the amount for the first 10 months of 1956-57.

The highest amount, \$462,000, was taken in during 1951-52; the lowest, \$359,000, in 1948-49. The fiscal year 1955-56 produced \$400,000.

a sufficiently increased revenue source by a reduction in entertainments duty.

That the aggregate of tax free allowance plus the percentage retained by the industry, together with the special relief for small exhibitors, should be adequate to meet the industry's needs, which means that the overall reduction in tax should be of the order of £21 million.

The government has already announced that the whole structure of the entertainments duty is being comprehensively reviewed. No date has been set for the Chancellor's Budget Statement but it is expected to be toward the end of April.

British Taxes

(Continued from page 1)

pared with 1,276 million in 1954, a reduction of 7 per cent.

The figures for 1956 are even more discouraging, it is pointed out. For the first quarter 1956 admissions declined by 8 per cent compared with 1955. For the second quarter 1956 admissions declined by 9 per cent compared with 1955. Statistics for the third quarter showed an increase of 2 per cent owing to the abnormally wet summer.

Finally, in the absence of detailed information as to the intentions of the Chancellor, the document puts forward the following agreed submissions:

New Scale Suggested

That a new scale of entertainment duty be introduced giving greater flexibility in fixing seat prices. It should be based on a tax free allowance, for example one shilling, on each admission and then 33 1/3 per cent of balance payable as tax and levy of 66 2/3 per cent to the industry.

That a scheme of tax remission should be incorporated to assist small cinemas on the same lines as set out in the last submission. This provides for tax relief to be given to exhibitors on a sliding scale in respect of weekly gross takings up to a maximum of £350.

That the statutory levy be increased since it is impossible to provide the British film production industry with

We are proud to announce the appointment to our staff of Mr. Joseph G. Aurrichio, as Vice-President in Charge of Sales. Mr. Aurrichio was formerly with RKO Radio Pictures.

JAMES J. KRIEGSMANN, President

J. J. K. Copy-Art

165 West 46th St.

New York 19, N.Y.

NEWS:

is

Criterion Prod.—
Century-Fox

best thing about "Oasis," a confused and slow-paced adventure drama laid in Morocco, is its authentic locale, which is caught breathingly in handsome color and Cinéscope. A labored little tale of gold mining intrigue, the film also boasts really superior performance from beautiful and accomplished lady, Gene Morgan, who is one of the most highly regarded actresses, and rightly so. Also trying to be Cornell Borchers, the lovely actress, who has won some of a following here, and Pierre Brasseur, French star, an able performer but somewhat old and hefty for a romantic role.

Lack of a matinee-idol type lead is a handicap to this film, but a cast inclusion would have enhanced its romantic appeal in this respect, especially with such lovely actresses as the misses Morgan and Borchers in hand. The dubbing is also excellent.

Plot, which is the work of Joan Georges Kessel, is highly convincing. In brief, it deals with two adventures, Morgan and Borchers, who by French merchants to make lives agreeable to a suspected smuggler in Morocco, Brasseur, as brought down the price of his activities. There is a lot of intrigue, some predictable, but just plain indecipherable. Some stilted-looking local types slink in, and figure in a little action, namely, piece de resistance of a camel stampede. Luggi Berger and Gerd Oswald produced. Yves Allegret directed.

Running time, 84 minutes. General classification. For January release.

L. J. Q.

Art Schweitzer

Anderson

Just the screen has a film on one of the greatest of living humanitarians, Art Schweitzer. The feature length film on the life of the famed philosopher - theologian - musician - jungle doctor, was produced and directed by Jerome Hill and photographed in Eastmancolor by Erica Egan on location in the Albert Schweitzer hospital-village in Lambarene, French Equatorial Africa, and in his childhood village, Gumbach, Germany.

Art Schweitzer appears throughout the film, in motion and in still photographs, and also wrote the commentary which is spoken by Fredric March.

An introductory narrative, by Burgess Meredith, was contributed by Thomas Bruce Morgan.

The picture traces Schweitzer's life from the time of his birth in 1875 to the years of his university education and the period of his preaching and music work.

His philosophy is embodied in his

Odeon Circuit

(Continued from page 1)

"bullish attitude" toward the business.

Odeon still intends booking live shows in its houses. The experiment thus far has been quite successful, said Fisher, but there "is a shortage of live talent . . . although there are rock 'n roll shows . . . these have had their day."

The small towns are particularly anxious to see live talent, said Fisher, "and our company is alive to any possibilities there."

Pa. Censor Law

(Continued from page 1)

Kamyk, Allegheny county Democrats. The McLaughlin-Kamyk measure (House Bill 297) would give the Pennsylvania Board of Censors the power to disapprove a film.

The present law, thrown out by the courts, gives the board the power to approve films. The original 1915 motion picture censorship law was declared unconstitutional by the State Supreme Court in March, 1956.

Under the new proposal, the board would be authorized to examine or supervise the examination of any film it felt might be obscene or indecent. It also would prohibit owners from showing films that have been disapproved, and would ban the printing or display of any banner or poster or other advertising matter publicizing the showing of any "disapproved" picture.

Danish Exhibitor Head

(Continued from page 1)

to deal with the theatres that are willing to accept their terms.

A group of 10 to 12 theatres, among them being four first-run houses in this city, have resigned their membership in the Danish Exhibitors Association as of Dec. 31 and have presented the MPEA with a plan for buying American product which has not been sold in Denmark since May 25, 1955, when the government increased the entertainment tax.

UPA's Fourth Office

The establishment of a fourth sales office in UPA Pictures' expanding cartoon organization has been announced by Stephen Bosustow, president of UPA, the newest headquarters having been set in Chicago, to serve Mid-western agencies and television advertisers. Peter Del Negro, who joined UPA several months ago as west coast sales executive under vice-president Herbert Klynn, has been named general manager.

famed "Reverence for Life" concept: "Reverence for life affords me my fundamental principle of morality, namely that good consists in maintaining, assisting and enhancing life. Destroying, harming or hindering life is evil." Running time, 80 minutes. General classification. For January release.

L. J. Q.

Television Today

Wondsel Elected Head Of N. Y. Producers

Harold E. Wondsel has been elected president of the Film Producers Association of New York, whose members produce non-theatrical films for industry, education, government and television.

Wondsel, who is president of Sound Masters, Inc., succeeds Robert L. Lawrence of Robert Lawrence Productions, Inc. Other elected officers include: Nathan Zucker, Dynamic Films, Inc., vice-president; Mrs. Elda Hartley, Hartley Productions, Inc., secretary; Edward J. Lamm, the Pathoscope Co. of America, Inc., treasurer.

Elected to the board of directors are: Mrs. Maxine Culhane, Shamus Culhane Productions, Inc.; Robert L. Lawrence; Walter Lowendahl, Transfilm, Inc.; Peter J. Mooney, Audio Productions, Inc.; Henry Strauss, Henry Strauss & Co.

Name English TV Representative Here

LONDON, Feb. 6 (By Air Mail).—Howard Thomas, managing director of ABC Television, has announced that Terry O'Neill has been appointed the company's representative in the United States and Canada. O'Neill, who is at present on a short visit here, will return next week to establish an office in New York.

He will report to the board of ABC TV on all aspects of television programming and advertising in the USA and Canada, and advise the company on its purchase of American product. He will also be largely concerned with seeking outlets for British television programs on the American continent.

George A. Cooper, advertisement controller of ABC Television, has been appointed to the board of directors, according to Sir Philip Watter, chairman of ABC Television and the Associated British Pictures Corp.

Net Increase Seen for Jerrold Electronics Corp

Jerrold Electronics Corp. probably will show an increase in net for the fiscal year ending Feb. 28 over the \$169,422, equal to 15 cents a share, earned on revenues of \$3,703,065 the year before. In the first two quarters of the current year, the company operated at a net loss, but a third quarter net profit of \$142,616 brought net for the nine months ended Nov. 30 to \$79,259 on gross revenues of \$3,628,132.

"The outlook for next year is bright in view of new products introduced and the rising curve of revenues from community antenna systems," a spokesman said.

Who's Where

Appointment of S. L. (Stretch) Adler as national sales manager for Guild Films has been announced by John Cole, vice-president for sales. Adler will have supervision of planning and selling of Guild Films programs on a national level.

Dr. George Crothers has been appointed to the new position of CBS director of public service broadcasts and Pamela Hott to the post of CBS director of religious broadcasts, it is announced by Irving Gitlin, CBS director of public affairs.

Polly Bergen has been signed by CBS-TV to a long-term contract calling for her exclusive services on variety and dramatic programs, it is announced by Hubbell Robinson, Jr., CBS-TV executive vice-president in charge of network programs.

Election of Raymond Junkin to the position of vice-president of Official Films, Inc. has been announced by Harold L. Hackett, president and chairman of the board of Official Films, Inc.

Frank Schudde has been named production manager for Terrytoons, a division of CBS Television Film Sales, Inc., it is announced by William M. Weiss, vice-president. Schudde has been Terrytoons' animation supervisor for seven years.

Sothorn Show Continues

The \$95,000 law suit filed this week by Ann Sothorn against Chertok Television, Inc., and others will in no way hinder production of 26 additional episodes in the series, it was announced yesterday by Edward Small and Milton A. Gordon, chairman and president of Television Programs of America, Inc. (TPA.) TPA is not a defendant in Miss Sothorn's suit.

Correction

In a news story in Tuesday's TELEVISION TODAY dealing with the forthcoming meeting in Hollywood of the Songwriters Protective Association, it was inadvertently printed that Abel Baer is president of the Songwriters of America. The fact is that Abel Baer is president of the Songwriters Protective Association. He will preside at the coast meeting Feb. 19.

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Reach For A Winner!

With the hottest
Stanwyck starrer
since "Double Indemnity"
and "Sorry,
Wrong
Number"!



"Top crime yarn
Well-knit and suspenseful
story of ambition
intrigue, crime and passion
A superior entry!"
—HOLLYWOOD REPORTER

"Aimed right at
the female audience!"
—FILM BULLETIN

"Thoroughly
satisfactory
action-meller!"
—VARIETY

"Holds audience interest
and awakens a good
degree of excitement
Should do good business
in theatres that cater
to the crime addicts!"
—SHOWMEN'S TRADE REVIEW

"Barbara Stanwyck succeeds
in making her latest
exciting, taut and worthwhile!"
—M. P. DALEY

BOB GOLDSTEIN PRODUCTIONS presents

BARBARA STANWYCK STERLING HAYDEN

CRIME

OF

PASSION

*The
stripped-of-shame
story of a cop's wife who
committed one sin too many!*

co-starring

RAYMOND BURR with
VIRGINIA GREY • FAY WRAY • ROYAL DANO

Story and Screenplay by JOE EISINGER • Executive Producer BOB GOLDSTEIN • Produced by HERMAN COHEN • Directed by GERD OSWALD

THRU
UA

MOTION PICTURE DAILY

81, NO. 29

NEW YORK, U.S.A., MONDAY, FEBRUARY 11, 1957

TEN CENTS

art from 'U'

Block of RKO Films Goes to Budd Rogers

l Sell and Distribute
Realart-Type Setup

Block of approximately 15 RKO
pictures has been assigned for
ing and distribution to Budd Rog-
ers, producers representative and
in industry executive.

Rogers plans to distribute the pic-
tures through independent distribu-
tors throughout the country, most of
them formerly associated with Real-
art pictures, which Rogers served as
president and general manager.
Realart did an outstanding selling
distribution job over a long pe-
riod on a selected group of old Uni-
versal pictures. Universal is reported
(Continued on page 2)

ve Edwards Named Assistant to Martin

ve Edwards, former director of
advertising and publicity for Republic
Pictures, has been appointed assistant
to Geoffrey Martin, domestic director
of advertising and publicity for Rank
Distributors of America.

Edwards, who entered the motion
picture industry in 1928, will assume
his new position this week. He joined
Rank in 1941, was named publicity
director in 1943 and in 1945 was ap-
pointed director of advertising and
publicity, a post which he held until
the spring of last year.

Edwards was formerly affiliated
with United Artists, Fox Theatres,
and Keith Albee Orpheum.

is J. Halper Dead, Industry Veteran

From THE DAILY Bureau

NEW YORK, Feb. 10 — Funeral
services were held here today for
J. Halper, 63, industry leader
and former studio and theatre execu-
tive, who died on Friday at his Bev-
erly Hills home. He is survived by
his wife, Sadie, who is a sister of the
late Warner; a son, Samuel, and
a daughter, Mrs. Evelyn Briskin.

Entrants in Sweepstakes Needn't Have Seen Picture, Says Coyne

Experience in similar contests conducted previously in Texas and Canada
has shown that pictures and players nominated for the Academy Awards need
not necessarily have been played in theatres participating in a sweepstakes

Lider Hits 'Delinquents'; Youngstein in Reply

Special to THE DAILY

BOSTON, Feb. 10 — Edward W.
Lider, president of the Independent
Exhibitors, Inc. of New England and
the New England Drive-In Associa-
tion, has sent a wire to Arthur Krim,
president of United Artists, urging
him to withdraw from release the
film "The Delinquents" on the
grounds that it is "harmful to the
industry in general and drive-ins in
particular." The picture is an Im-
perial Production which UA is dis-
tributing.

Lider, who has not seen the film,
(Continued on page 4)

Reelect WB Officers For One-Year Period

All officers of Warner Bros. Pic-
tures were reelected for a term of
one year at a meeting of the board
of directors at the home office here
Friday.

Reelected were Jack L. Warner,
president; Benjamin Kalmenson, ex-
ecutive vice-president; Herman Starr,
vice-president; Stanleigh P. Fried-
man, vice-president; Robert W. Per-
(Continued on page 4)

To Make Every New Film Opening 'An Event' Is Goal of UDT

Special to THE DAILY

DETROIT, Feb. 10—To make every new motion picture opening an "event"
is the enthusiastic goal of United Detroit Theatres, according to Harold H.
Brown, president. The announcement followed a meeting between United
Detroit managers and executives and
Edward L. Hyman, executive vice-
president of American Broadcasting-
Paramount Theatres, at which Hyman
outlined plans for exploiting the
"biggest line-up of spring bookings
in the Detroit company's history."

United Detroit will embark on a
campaign this spring to make the
public more "movie conscious" and
conscious of the need to go out to
the movies more often.

Plans for the seventh annual

contest, such as is now being pro-
moted by COMPO, Robert W. Coyne,
COMPO special counsel, declared at
the weekend in discussing contest
plans.

"The Academy Award Sweep-
stakes," he said, "is primarily a guess-
ing contest in which the voter is not
passing judgment on the pictures and
players he has seen but trying to guess
(Continued on page 2)

IATSE Executive Board Meets in Phila. Today

Special to THE DAILY

PHILADELPHIA, Feb. 10.—Mem-
bers of the IATSE executive board will
open a week long midwinter business
session at the Bellevue Stratford Ho-
tel here tomorrow. Richard Walsh,
president, arrived from New York to-
day for the meetings, accompanied by
(Continued on page 4)

NARTB Seeking Added Subscribers to Code

From THE DAILY Bureau

WASHINGTON, Feb. 10.—The Na-
tional Association of Radio and Tele-
vision Broadcasters will shortly ask ad-
ditional film producers to subscribe to
its television code of good standards.
The Alliance of Television Film Pro-
(Continued on page 5)

Joint Affair

TOA May Urge An Arbitration Meet in March

Exhibition Committees
To Formulate Platform

A meeting between representatives
of exhibition and distribution on the
establishment of an industry arbitra-
tion and conciliation system may be
scheduled following the mid-winter
board and executive committee meet-
ing of Theatre Owners of America in
Chicago, March 3-5.

The distribution companies, five
thus far, have notified the national
exhibition organization and Allied
States Association, that they are fav-
orable to a meeting to establish an
industry arbitration plan and "to
(Continued on page 5)

Lederer Appointed WB Assistant Ad Manager

Dick Lederer has been promoted
to the post of assistant advertising
manager to Gil Golden for Warner

Bros., it was
announced at
the weekend by
Robert S. Tap-
linger, vice-
president and
director of ad-
vertising and
public relations.

Lederer will
assist advertis-
ing manager
Golden on all
advertising ac-
tivities includ-
ing magazine,
newspaper, posters, radio-TV and
trade advertising. He was previously
ad copy chief and with the company
for seven years.



Dick Lederer

Televisión Today

Page
5

PERSONAL MENTION

A. SCHNEIDER, first vice-president and treasurer of Columbia Pictures, and LEO JAFFE, vice-president, arrived in Hollywood from New York over the weekend.

GIL GOLDEN, Warner Brothers advertising manager, will leave here today for Buffalo.

MILTON DUREAU, head of Masterpiece Pictures, New Orleans, was a New York visitor over the weekend. He returned to New Orleans yesterday.

DAN S. TERRELL, publicity manager for M-G-M, left New York yesterday for the Coast.

DAVID GOLDING, vice-president of Hecht, Hill and Lancaster in charge of advertising-publicity, will arrive in New York today from Hollywood.

PHILIP GERARD, Universal Pictures Eastern publicity manager, was in Washington Friday from New York.

T. A. LAW, of the J. Arthur Rank Organisation, arrived in New York on Saturday from London.

JOSEPH WOLHANDLER, vice-president in charge of Eastern publicity for Rogers & Cowan, returned to New York last week from Europe.

ALDEN SMITH, of Cooperative Theatres of Michigan, and Mrs. SMITH have returned to Detroit from Miami.

Mrs. ANDRE HAKIM, daughter of DARRYL ZANUCK, gave birth to a boy on Friday at the American Hospital, Neuilly, France.

ADRIAN AWAN, 20th Century - Fox special exploitation representative, returned to New York at the weekend from Boston.

No Paper Tomorrow

MOTION PICTURE DAILY will not be published tomorrow, Feb. 12, Lincoln's Birthday and a legal holiday.

'Sweeps' Plan

(Continued from page 1)

the choices of experts. The award-winning pictures and performers are picked by a majority secret vote of the members of the Motion Picture Academy of Arts & Sciences, who make their choice on the basis of what they think is artistic excellence and professional ability. The patron of a participating theatre may register his guess without having seen all or any of the pictures or players involved."

'Subsequents' Most Affected

Some responsible exhibitors, Coyne said, have raised the question that some theatres, particularly the subsequent run houses, might be reluctant to enter the contest if the pictures and players nominated had not been shown in their theatres."

"This should not be a deterrent," Coyne said, "because it has been proved in Texas, Canada and other areas where similar local contests have been conducted that the average movie fan is eager to try his luck at picking the winners even though he has seen few if any of the pictures involved. His selections are made in many cases not on the pictures he has seen but on what he has read about them in the newspapers or magazines.

Points to Athletic Events

"His individual judgment is likely to be outweighed by the comments of a movie critic or a movie columnist whose judgment he regards as better than his own. He is like a racing fan who will place a bet on a horse he has never seen run or a fight fan who will try to pick the winner of a championship fight without ever having seen the inside of a fight arena.

"In the Audience Awards election, voters were asked to register their personal preference for the best picture, the best performance, etc., and obviously their choice was based on what they had seen. But in the Academy Award Sweepstakes, they are merely trying to guess whom the experts have selected for the coveted awards. The movie fan himself has no voice in the selection. The choice has been made by experts before the public's guesses in the Sweepstakes are counted, but the results, of course, are not announced until after the guessing contest has closed.

'For Personal Satisfaction'

"It costs nothing for a movie patron to enter the contest in a participating theatre and although the prizes offered by some exhibitors are a special inducement to many voters, exhibitors have found that many voters will mark their ballots for no other reason than the personal satisfaction of matching their judgment against the majority vote of Academy members."

Loew's, Paramount Gulf Will Enter Sweepstakes

The Loew's circuit, with 105 theatres and drive-ins, and the Paramount Gulf circuit, with 38 theatres, have advised Robert W. Coyne, special counsel for COMPO, that they will enter the Academy Award Sweepstakes.

Loew's out-of-town theatres will participate in all situations where competing exhibitors join in a co-operative effort.

Henry G. Plitt, president, and Maurice Barr, vice-president of Paramount Gulf Theatres, informed Coyne that they will endeavor to enlist all fellow exhibitors in the New Orleans exchange area.

Exhibitors Cautioned On 'Oscar' Symbol Use

The Academy Awards Sweepstakes Committee, in an open letter to exhibitors presented in the Council of Motion Picture Organization's pressbook on the industry-wide business-building promotion, cautions theatremen against the use of the "Oscar" statuette symbol in advertising or comment on the contest.

The committee informs exhibitors that "the prestige of the Academy and the box-office magnetism of Oscar were not created in one year or 10. Careful, judicious Academy Board decisions plus legal guardianship of the Academy name and symbol have made them important, respected and worth hard cash to our business. No member of our industry, in production or exhibition, should jeopardize this situation."

The Sweepstakes pressbook, eight pages in all, lists the Academy regulations which must be followed concerning the use of the symbol.

Block of RKO Films

(Continued from page 1)

to have realized well over \$10,000,000 as its share of the proceeds from Realart handling of the reissues.

The block of RKO films being taken over by Rogers for one reason or another was regarded as not fitting into the Universal schedule, either because of conflict with pictures already on the 'U' lineup or because they would overburden the selling and release functioning of the 'U' organization, it was reported. However, some of the pictures, new and old, reportedly were not included in the block turned over to 'U' nor offered to 'U.'

Titles of the films were not disclosed pending a conference called over the past weekend in New York to line up regional distribution outlets for the Rogers-RKO package.

... NEWS ROUNDUP

Hungarian Refugees Feted

Hungarian refugees were fêted here at a special reception at the Roxy Theatre Friday night at which they were introduced to various sections of the entertainment world and representatives of the United Nations international relief agencies. The event climaxed a week of special events of a similar nature held in cities across the country at the recommendation of the President's Committee for Hungarian Refugee Relief. Following the buffet reception, guests viewed a stage tribute which highlighted the music, songs and dances of the Hungarian people.

Col. To Handle 'Victory'

Columbia Pictures will distribute world-wide the film "Bitter Victory" to be produced by Transcontinental Films, S. A., of France, headed by Paul Graetz. Nicholas Ray will direct beginning next month, with shooting set for Paris and Libya.

Olivier To Direct 'Tables'

Sir Laurence Olivier, Burt Lancaster and Vivien Leigh will star in the cast of Deborah Kerr in the cast of Hecht, Hill and Lancaster screen version of Terence Rattigan's Broadway play, "Separate Tables," to be made for United Artists release. Olivier also has been signed to direct the film which Harold Hecht will produce. Olivier will arrive in Hollywood February 20 to confer with Hecht. Shooting will start here on March 1 and not in England as originally planned.

Ad Service Headquarters

Kaiser, Sedlow and Temple, newly formed independent creative service for motion picture advertising, has announced the opening of New York headquarters at 21 40th St.

Kansas-Missouri Allied Meeting Is Postponed

KANSAS CITY, Mo., Feb. 11. A convention of the Allied Independent theatre owners of Kansas and Missouri, scheduled to be held Tuesday and Wednesday at the Philadelphia Hotel here, has been postponed. Officials of the organization, said yesterday. A new date for the meeting probably will be set early in March, the officials added.

PEOPLE

Cecil B. DeMille, now on a three-week speaking tour, will be guest of honor tomorrow at a banquet of the Dallas Council on World Affairs to be held at the Baker Hotel there. DeMille's subject will be "Hollywood and World Affairs." On Feb. 25 DeMille will be honored at the Hotel Astor here at a special luncheon given by the National Administrative Committee of B'nai B'rith for his production of "The Ten Commandments" and its "beneficial influence on interfaith understanding."

James Bruno, manager of Loew's State Theatre here, has been named manager of the circuit's Capitol Theatre. Henry Greenman, manager of the Capitol for the past 11 years, has moved to the State, the circuit's flagship.

Lynn Farnol, motion picture and industrial publicist, has been engaged by the National Book Committee to draw up plans for a National Library Week on an all-industry basis.

David C. Silverman has been named divisional sales manager of Artists-Producers Associates. He will cover the Pittsburgh, Philadelphia, Washington, Cleveland and Cincinnati territories.

Charles M. Thall, former Fox West Coast Theatres executive who retired in 1946, has resigned as executive secretary of Northern California Theatre Association. His successor will be announced shortly.

Ralph Banghart, formerly field representative for RKO Radio in Chicago, has joined the United Artists publicity staff in that city.

Irving Lester now represents "Picture Review" as well as the newspapers represented by the Hearst Advertising Services in the motion picture industry.

Plan to Legalize S. C. Sunday Films Scotched

COLUMBIA, S. C., Feb. 10.—A move to legalize motion pictures on Sunday in Edgefield County in spite of the state law prohibiting them was scotched in the Senate last week. A bill to legalize Sabbath films for Edgefield County had been passed as a local act by the House and sent to the Senate.

When the bill came up for first Senate reading last week Edgefield County Senator Frank E. Timmerman had it referred to him rather than committee. In a brief speech to the Senate, the Edgefield solon said he opposed Sunday movies. Thus the Senate move of referring the bill to him virtually killed its chances of passage, it was stated.

Large New Theatre Planned in Toronto

TORONTO, Feb. 10.—Details of a million dollar, 1,325-seat theatre, with the proposed name of Queen Elizabeth Theatre, to be opened at the Canadian National Exhibition Woman's Building, were revealed here by Jack Arthur, executive producer of the CNE grandstand show, and formerly an executive with Famous Players Canadian Corp.

The new building, to be opened this fall, will include, besides the theatre, an exhibit hall of approximately 63,000 square feet, and the new administration office of the CNE.

The facilities of the theatre will include complete air-conditioning, upholstered foam rubber seats, an orchestra pit for 30 pieces and what is described as the "largest stage in Canada." The stage has a flush surface double turntable.

Big Stars Indispensable For Musicals: Donen

The major studios are reluctant to invest in musical motion pictures unless there are "big stars" in the picture to protect the investment, according to director Stanley Donen. He recently finished "Funny Face" for Paramount Pictures, and "Pajama Game" for Warner Brothers.

Donen said here at the weekend that musicals are "difficult to produce, as it is harder to find a good choreographer than a good star." He also was of the opinion that "musicals now being turned out could use a little more imagination."

The young director said that he and producer Charles Schnee have acquired the motion picture rights to Pearl Buck's "Imperial Woman" which will be produced independently in 1958, possibly as a musical.

Set March 1 Hearing On Wage Law Extension

WASHINGTON, Feb. 10.—A House Labor Subcommittee announced it would start hearings March 1 on proposals to extend coverage of the Federal minimum wage law.

Labor Secretary Mitchell will likely be one of the first witnesses, if not the first. The Administration has said it would seek extended coverage, but would not give details until Mitchell actually testifies on the bill.

Meanwhile, the Senate labor committee named Sen. Kennedy (D., Mass.) chairman of a subcommittee that will eventually handle similar legislation in the Senate.

MGM Readies 25

HOLLYWOOD, Feb. 10.—Twenty-five motion pictures are currently in various stages of release, completion, editing, production and preparation at the M-G-M studios here. Nine films are completed or about to be released domestically, eight are currently being edited, four are in production, and four are being prepared for production.

To Build New Theatre In Suburb of Seattle

SEATTLE, Wash., Feb. 10.—Plans for the construction of a new theatre in Burien, a suburb of Seattle, have been announced by Bob Anderson, owner of the Burien Theatre. The latter has been sold and will be removed from the site to provide additional parking facilities. The new theatre will be constructed adjacent to the old one.

D. T. Howell, who specializes in theatre design, is preparing plans for the theatre, and the Interstate Theatre Equipment Co. has contracted to furnish equipment. Construction is scheduled to start in 30 days, according to present plans.

Screen Writers List Award Nominations

HOLLYWOOD, Feb. 10.—The Screen Writers Guild branch, WGA, West, has announced its membership's nominations in three categories for SWG's annual awards as the best written American pictures. The winners will be disclosed at the 9th annual SWG dinner, set for the Moulin Rouge on March 7. Nominations in the three categories are:

Best written comedy: "Around the World in 80 Days," "Bus Stop," "Full of Life," "The Solid Gold Cadillac," and "Teahouse of the August Moon."

Best written drama: "Baby Doll," "Giant," "The Rainmaker," and "Somebody Up There Likes Me."

Best written musical: "Carousel," "The Eddie Duchin Story," "High Society," "King and I," and "Meet Me in Las Vegas."

MPA Research To Cover All Market Aspects

The market research project of the Motion Picture Association of America, which will be conducted by the Opinion Research Corporation of Princeton, N. J. on a nation-wide basis, will be a "thorough-going, comprehensive study" of the motion picture market and the significant elements which affect that market, MPAA reported at the weekend.

Among some of the broad categories of motion picture going which will be examined are the basic reasons why people do go or do not go to the movies, it said. The latest survey techniques of motivational research and depth studies will be used to determine why people go to the movies or why they do not go. A further effort will be made to determine what serious competition the movies face in other uses of leisure time. An analysis of frequency of attendance by age group patterns, income, geographical location and other elements will also be studied.

It is expected that the survey will reveal the most effective promotional efforts being used today to bring people into the theatre.

Reaction of the nationwide audience to industry operations in terms of films available in a given area, seasonal factors, speed of payoff and finally reaction to exhibition conditions to determine opportunities for increasing attendance will be studied.



"Great first rushes, T. D.! It's a real box-office picture."

"What's the best way to fill the seats in the theatres?"

"Skywriting? Blimps? Spectaculars?"

"Hmmm. Feature is in color. Calls for advertising in color. Means magazines. Which one did the original story come from?"

"The Saturday Evening Post. Over 5 million copies a week, many times that many readers. Say, that's it!"

"Right. And remember, buy full color!"

'Delinquents'

(Continued from page 1)

said "Based on reports from our members and exhibitors who saw the film at the trade screening, the picture has many objectionable scenes, particularly one in which violence and vandalism at a drive-in theatre are shown."

The film will be discussed at the association's board meeting on Tuesday and also at the annual IENE meeting which is scheduled to be held that afternoon.

Reply from Youngstein

United Artists' home office in New York reported late Friday that a reply had been sent to Lider's wire by Max E. Youngstein, UA vice-president.

The wire follows: "Your wire re 'The Delinquents' has been turned over to me. This picture was produced by Elmer Rhoden, Jr., an exhibitor and operator of a most important circuit of regular theatres as well as 35 drive-in theatres. This picture also has the approval of Elmer Rhoden, Sr., president of National Theatres.

"This picture also has a Motion Picture Association Code Seal as well as an acceptable rating by the Legion of Decency. I spoke to Rhoden. He wants you to communicate directly with him at Imperial Productions, Kansas City, Mo. We are, of course, proceeding with the release of the picture."

Every Opening 'An Event'

(Continued from page 1)

amusement page every day to publicizing the newcomers in filmdom, and the pictures in which they will appear.

Attending the meeting in United Detroit's screening room in addition to Hyman and Bernard J. Levy of AB-PT's New York office, were managers of 14 United Detroit Theatres. Those attending included M. W. Rose, Michigan Theatre; Charles Whitaker, Palms; Richard Sklucky, Broadway Capitol; August E. Sermo, Madison; all downtown houses. From the neighborhoods: Lincoln Friend, Fisher; Jack Cataldo, Cinderella; Calvin

Collard, Woods; William Cadmus, Birmingham; Lee Fraser, Bloomfield; Frank Perry, Varsity; Marie Olcese, Vogue; Donald Hughes, Ramona; Dale Young Killeen, Norwest; Lenore Young, Mcl; Norman Wheaton, new manager in training.

Executives from United Detroit Theatres' main office attending included Brown; Gil Green and O. B. O'Bryan, supervisors; Alice N. Gorman, publicity director; Eugene Welling, auditor; Jack Haynes and Tom Byerle, film booking department; Robert Salter, UDT Purchasing Department.

IA's Board

(Continued from page 1)

Harland Holmden, IA secretary-treasurer; James J. Brennan, first vice-president, and others, including attorneys and specialists.

Members of the executive board from other sections of the country also are due here today. Harry J. Abbott, third vice-president, who is president of the Philadelphia operators local, will attend the sessions, and also will act in the capacity of host. The agenda for the meeting was not made public.

Representatives of Local H-63, IATSE, New York Home Office Employees Union, will appear before the executive board here on Wednesday afternoon regarding the union's ap-

WB Officers

(Continued from page 1)

kins, vice-president, secretary and general counsel; Wolfe Cohen, vice-president; Robert S. Taplinger, vice-president; Thomas J. Martin, treasurer; Walter Mehofer, controller and assistant treasurer; Cyril H. Wilder, assistant treasurer; Harold S. Bareford, assistant secretary; Edward K. Hessberg, assistant secretary; and Roy Obringer, assistant secretary.

plication for an "A" charter for its publicists group.

The application for an "A" charter was filed with the international IATSE by H-63 a number of months ago.

REVIEW:

Pharaoh's Curse

Bel-Air—United Artists

The often served but still joltable horror gobbledygook about curses left by Egyptian mummies on the modern desecrators of tombs is on hand again in this suspense item featuring some surprising actors including Mark D. Ziva Rodann, Diane Brewster and George Neise. The Bel-Air production, with Aubrey Schenck as executive producer and Howard W. J. as producer, was directed by Sholem.

The time is Egypt shortly after turn of the century. Political unrest compels the commandant to send a three-man patrol into the desert to bring back an archaeological expedition operating without official sanction.

The captain of the patrol, D. is joined by Miss Brewster, whose husband, Neise, is the leader of archaeological expedition. They are joined by a mysterious native (Miss Rodann). When all of them go to the tomb, a series of weird events transpire, what with mummies disappearing from their tombs, secret panels opening and shutting, presiding humans metamorphosing physically into rotted mummies, and so forth. Horror situations will find it doesn't disappoint. Still, it is among the best of its genre. Running time, 66 minutes. General classification. Released in January.

LAWRENCE J. QUIGLEY

NEWS..

Spot . . . fast in

MOTION PICTURE DAILY

thus providing immediate coverage of the motion picture industry and related fields in reports "concise and to the point"—responsibly edited—written and typographically designed for fast, easy reading . . . with a staff photographer to add points of interest that only the camera can tell. Correspondents throughout the world.



QUIGLEY PUBLICATIONS

In the service of the motion picture industry for more than 41 years

Interpretive . . . comprehensive in

MOTION PICTURE HERALD

presenting the news as current history of the motion picture and its business, using a greater allotment of time to gather together all the facts pertinent to the ultimate meaning of events and opinion, in all of the interests of the American industry, at home and abroad.

arbitration

(Continued from page 1)

work towards a betterment of industry conditions."

The companies which have replied to the exhibition request for such a meeting are United Artists, Allied Artists, Republic Pictures, RKO Radio Pictures and 20th Century-Fox, it was reported.

According to an exhibition official, a short time between now and the TOA board meeting rules out any possibility of a joint meeting. It was pointed out that TOA just two weeks ago announced the appointment of an arbitration committee and that the committee has not yet met with the national Allied's committee on arbitration to jointly formulate an arbitration form.

The national Allied arbitration committee includes Rube Shor, Sam F. Myers, and Abe Berenson. The TOA committee is composed of Sam Hell Wolfson, S. H. Fabian, Sam Finski, Ernest Stellings, Herman M. Levy, and George Kerasotes, alternate. The exhibitor representative said that the TOA board would "most likely" be apprised of the distribution of letters replying to the TOA and national Allied letters of last January which requested a joint industry meeting.

After a study and consideration of the letters, it is expected that the TOA board will instruct its officers to press for a joint meeting at the earliest possible date," he said, repeating a statement by TOA president Ernest Stellings who also expressed hope for such a meeting.

NARTB Seeking

(Continued from page 1)

Stations recently became affiliated with the Code. Code review board chairman Richard Shafto announced over the radio that affiliation invitations would soon go out to producers not members of the Alliance.

Shafto also announced that in the coming year the board would make a major drive to get stations either in compliance with the code or resign from affiliation with the code. The board would also try, he said, to work out ways to help stations complying with the code to inform the public and adverse of this fact.

The NARTB's television board of directors meanwhile scheduled a meeting of television stations to discuss the formation of an industry committee to represent stations in negotiating with the NAB, BMI and other music licensing organizations. The meeting is tentatively set for April 11, the final day of the NARTB's coming convention, in Chicago.

DON'T TAKE A FULL PAGE AD TELL YOU...

ILMACK

YES YOU The FASTEST and BEST SPECIAL TRAILER SERVICE YOU CAN GET ANYWHERE

630 Ninth Ave. NEW YORK, N.Y.
1327 S. Wabash CHICAGO, ILL.

IN OUR VIEW

THE importance of the work of the Television Code, sponsored and watched over by the National Association of Radio and Television Broadcasters is each day more emphatically brought to attention. In a recent address, Merle S. Jones, president of CBS Television, cited a few slightly breath-taking statistics on television's spread. He pointed out that last year, for example, the set in the average television home was turned on for an average of five hours per day throughout the year. Also, he records the fact that in 1956 American business spent more than one billion dollars on television time and talent. The average CBS television daytime program, says Mr. Jones, now reaches 11,783,000 U.S. homes during the course of the month.

The vital nature of the Code Board's activities in seeing to it that the subject matter of the material going into all those millions of American homes during all those many hours of each day is of such a nature that offense will not be taken is more than a case of guarding against infractions of a decent standard of material. It is a plain and simple case of dollars and cents good business.

Mr. Jones says further: "It is television's influence as a social force which has so completely transformed our society." That is, then, a monumental responsibility, and one which, by and large, the television industry is meeting carefully and well.

Credit goes to such guiding standards as the Code Board, and likewise to such able, intelligent and sometimes courageous people as, for example, Stockton Hellfrich, director of what NBC Television calls Continuity Acceptance. Recently he wrote briefly of the activities of his department, and cited importantly that their actions and decisions always are tempered with a realistic approach based on today's living. They all do a worthwhile job.

—Charles S. Aaronson

Predicts \$125 Million Spending on Telefilms

More than \$125,000,000 will be spent in 1957 for syndicated telefilms, and for time slots to utilize them, by national and regional advertisers, a Ziv TV Programs spokesman has predicted on the basis of special research done by the company.

The official said the figure would represent about one out of every four television advertising dollars spent for any form of non-network TV by other than local sponsors. The total gross spending for all forms of syndicated telefilm buying among multi-market advertisers (national and regional), Ziv believes, is likely to top similar 1956 spending by at least 20 per cent.

Televisión Today

Color TV High On IRE Agenda

Color television and magnetic recording clinics and papers will highlight the agenda of the annual Institute of Radio Engineers national convention to be held at the Waldorf-Astoria Hotel and the New York Coliseum on March 18-21.

An attendance of at least 50,000 engineers and scientists is expected for the meeting, which will have a comprehensive program of 55 technical sessions.

A trade show with 840 exhibitors will be set up at the Coliseum. Papers on electronics, television, ultrasonics, etc., will number 284, it was said.

'56 Set Production Reported Down 5%

From THE DAILY Bureau

WASHINGTON, Feb. 10.—Television set production last year was about 5 per cent below 1955 output, the Radio-Electronics-Television Manufacturers Association reported.

It put 1956 output at 7,387,029 sets, compared with 7,756,521 sets a year earlier. Of the 1956 production, 1,035,236 sets had ultra high frequency tuners.

RETMA said December 1956 production totalled 626,984 sets, compared with 604,626 sets in December 1955, and 679,993 sets in November 1956.

ABC 'Successful Ideas' Circulated to Affiliates

Successful ideas employed by ABC radio and television stations are being circulated to the network's affiliates and owned and operated stations through a "local promotion and exploitation manual," according to the network.

The initial volume contains ideas on audience build-up, advertising agency promotion, merchandising, premieres, etc. John H. Eckstein, director of advertising and promotion for ABC, said "it is only through an exchange of ideas that fresh and original concepts evolve."

Anthony Is Elected Working Press Head

Julian Anthony of ABC has been elected president of the Radio-Newsreel-Television Working Press Association.

Anthony succeeded Larry Racies of CBS, who was one of the founders of the association. Leo Hutt of Paramount News began his second term as chairman of the board of governors.

The Critics Say...

As influential as the many nation-wide syndicated TV columnists, are the hundreds of local newspaper critics whose views—though they inevitably reflect regional preference—more often than not have national validity. These reporters, asked to vote again this year in the annual MOTION PICTURE DAILY-FAME poll of television talent and shows, added a variety of comments on their views of the industry. Among them were the following reports from Massachusetts and Rhode Island. If the city represented has a TV outlet, the name of the station and its affiliations appear in brackets, along with the population of the city or town.

Joseph Wicherski, Standard-Times, New Bedford, Mass. (109,189): "Television in general vastly improved the quality of its programs during the past year. . . . However, daytime programming is still slipshod with the exception of NBC's Matinee Theatre.

Drew Deacon, Woonsocket Call, Woonsocket, R. I. (50,211): "Far too many singing commercials, especially those based on symphonic and folk song themes. Beer and cigarette advertising is the worst."

Joseph Levine, Boston Traveler, Boston, Mass. (WBZ-TV, NBC; WGBH-TV, non-commercial; WNAC-TV, ABC, CBS; 801,444): "Television needs (1) to adhere to the NARTB Code, (2) more imaginative programming for adults in late hours, (3) fewer giveaway shows. . . ."

Ted Holmberg, Journal and Bulletin, Providence, R. I. (WJAR-TV, NBC, ABC; WPRO-TV, CBS; 248,674): "It's a sad state of affairs when commercials show more originality than programs. That's been the story this year."

Shelton Joins ABC

Edgar G. Shelton, Jr., has joined the American Broadcasting Co. as assistant to Robert H. Hinckley, vice-president and director of American Broadcasting-Paramount Theatres, Inc., in charge of the Washington office. Shelton was formerly director of the U.S. National Security Training Commission, with which he was associated since 1951 in various capacities.

★ **THE BIG 3 ON TV** ★

WAR AND PEACE — MAYERLING
BALLAD OF BABY DOE

All Costumed by
BROOKS

★

*This story
of Sister Angela and a marine,
trapped alone on a Pacific island,
behind enemy lines,
becomes the most wonderful
entertainment experience
of your lifetime!*



Heaven knows, Mr. Allison



COLOR by DE LUXE
CINEMASCOPE



coming next month from 20th!

MOTION PICTURE DAILY

Concise
and
to the
Point



81, NO. 30

NEW YORK, U.S.A., WEDNESDAY, FEBRUARY 13, 1957

TEN CENTS

TORIAL — Brotherhood Drive Theatre Promotion

By Sherwin Kane

BROTHERHOOD WEEK traditionally observed during the seven-day span which includes St. Valentine's Birthday, will begin Sunday with motion picture drive-in throughout the land again urged to participate in this endeavor.

Under the joint chairmanship of William Heineman and Spyros S. Skouras for the second consecutive year the industry's Brotherhood campaign promises to enroll more drive-in theatres and more individuals as members than last year, setting a new all-time record was set.

The name implies, the campaign's drive is to help spread understanding among all Americans of fellow Americans of differing creeds, races and race—to establish a brotherhood of men in which bigotry and prejudice have no place. Surely, an endeavor which should have the support of every community in the land, and the theatres participating in the campaign will earn the respect of their communities and will bring the esteem of their patrons.

There is a campaign committee in every exchange center prepared to help every theatre take its essential part in this work of the National Conference of Christians and Jews. Campaign press books and kits have been prepared and sent to exhibitors. Yours have not reached you, touch now with your regional brotherhood committee.

The New York Journal-American at regular intervals over the three years has carried an inch one-half eight-column strip at the bottom of its comics page, displaying the following text:

ONLY at your favorite motion picture theatre can you see the NEW MOVIES. For recreation and relaxation go to the movies often. See the current Pages of today's New York Journal-American."

This valuable service to New York theatre owners, we are sure, has not been noticed nor unreciprocated by exhibitors. At the same time, it is a service that equally friendly newspapers in other cities might be prevailed upon to adopt.

See Majors Saving \$3 Million with Dual Magnetic-Optical Film Prints

The major distribution companies may save up to \$3,000,000 in print costs in 1957 by utilizing dual magnetic-optical prints instead of separate prints for magnetic and optical sound tracks on CinemaScope pictures, it has been learned.

Strong boosters for these savings are such companies as 20th Century-Fox and Loew's, Inc., which have been using dual prints for a number of months.

According to an official of 20th-Fox, the company feels assured that the ordering of such prints cuts print costs
(Continued on page 9)

Grant Wichita Theatre SBA Remodeling Loan

From THE DAILY Bureau

WASHINGTON, Feb. 12. — The Small Business Administration has approved its second theatre loan.

It approved a \$5,000 modernization loan to Frank and Edna Salone of Wichita, Kans. It had previously approved a \$3,750 loan to an Indiana theatre.

The SBA turned down an application
(Continued on page 9)

Permit Counter Suit Against Two Drive-Ins

Federal Judge Thomas F. Murphy has given the motion picture distributors permission to file a counter-suit against the Maple and Blue Dell Drive-in Theatres in Pittsburgh charging
(Continued on page 12)

REVIEW:

Funny Face

Paramount—VistaVision

THE STAGE CURRENTLY has its hit, "My Fair Lady," and the screen well may have its counterpart in "Funny Face." For this is a smart sleek, wholly engaging, luxuriously produced and provocatively cast musical employing the Pygmalion theme that spells a good time for anyone in search of entertainment.

With the veteran Fred Astaire not only hoofing and singing as smoothly as ever, but in a romantic role opposite Audrey Hepburn, as well, the customers, old and new, should be challenged and charmed into theatres. Once there, any exhibitor is safe in guaranteeing them their money's worth—and more.

Miss Hepburn herself is called upon to do one song and several dances
(CONTINUED ON PAGE 12)

RKO Halts Negotiations In Canadian Distribution

RKO Radio Pictures has not concluded a deal with Empire-Universal Films, Ltd. for distribution of its product in Canada, and is no longer negotiating with them, Daniel T. O'Shea, RKO president, said here yesterday.

He added that no discussions are being made with any organization at the present time for taking over the RKO franchise in the Dominion.

'Friendly' Holds Own In Detroit Second-Runs

Special to THE DAILY

DETROIT, Feb. 12.—Allied Artists' "Friendly Persuasion," which had its original showing here in nine neighborhood theatres at advanced prices, has stood up "extremely well" in its first return bookings. Trade circles have been awaiting box office results of the picture's return engagements with interest due to the unusual nature of the first-run.

Dan Lewis, buyer and booker for Cooperative Theatres of Michigan, re-
(Continued on page 9)

Independents

21 Release Deals Set By Rogers, RKO

Distributors Will Cover All 32 U.S. Exchanges

Twenty-one independent releasing organizations across the United States will handle distribution of the RKO Radio Pictures product acquired by Budd Rogers, producers representative and veteran industry executive, it was announced here yesterday by RKO Radio president Daniel T. O'Shea. The Rogers acquisition was reported exclusively in MOTION PICTURE DAILY on Monday.

The RKO head said that the pictures Rogers will distribute are films
(Continued on page 9)

Four WB Executives Receive New Contracts

From THE DAILY Bureau

WASHINGTON, Feb. 12.—Four executives of Warner Bros. Pictures—Robert E. Taplinger, Stanleigh Friedman, Robert Perkins and Steve Trilling—have received new employment contracts, according to a report to the Securities and Exchange Commission.

Taplinger, vice-president and director of advertising, publicity and exploitation, received a three year contract
(Continued on page 12)

Heavy Midwest Booking For UA's 'Delinquents'

United Artists has set a saturation booking of "The Delinquents" at 405 theatres and drive-ins in the Kansas City, Omaha and St. Louis exchange areas, it was announced yesterday by William J. Heineman, UA vice-
(Continued on page 9)

Televisión Today

Page
8

PERSONAL MENTION

ERIC JOHNSON, president of the Motion Picture Association of America, and **KENNETH CLARK**, vice-president, are in New York from Washington.

JAMES H. NICHOLSON, president of American International Pictures, and **SAMUEL Z. ARKOFF**, vice-president, will leave Hollywood on Sunday for New York and other key cities of the East.

MILTON E. COHEN, United Artists Eastern and Southern division manager, has returned to New York following a tour of the South.

MYRON MILLS, vice-president of Screen Gems, left here Monday for a one-week trip to Washington and the South.

ARCHIE MAYO, who will direct "The Beast of Budapest" for Allied Artists, will leave New York this week to scout locations in Europe.

RICHARD EDELSTEIN, Paramount's general manager in Spain, arrived in New York yesterday by plane from Barcelona.

DONALD HAYNE, executive assistant to **CECIL B. DEMILLE** on "The Ten Commandments," will be guest speaker today at Alliance College, Cambridge Springs, Pa.

SIDNEY DENEAU, Paramount's Western sales manager, will leave New York today for Chicago.

MILTON R. RACKMIL, president of Universal Pictures, has returned to New York from South America.

HENRY GINSBERG, producer, has arrived in New York from Hollywood.

HOWARD W. KOCH, Bel-Air Productions executive, has arrived in New York from Hollywood.

James Ashcraft Dead

PHILADELPHIA, Feb. 12—James M. Ashcraft, 77, whose experience in the industry dates back to the time when he was personal representative for David Wark Griffith and publicist for "The Birth of a Nation," died at the Dunwoody Home on the outskirts of this city. He occupied, at various times, publicity posts with Paramount, Columbia Pictures and M-G-M. He retired 12 years ago.

MPAA Committee Will Meet Here Friday

The Advertising and Publicity Directors Committee of the Motion Picture Association of America will hold a luncheon meeting here on Friday at the Harvard Club.

The meeting has been called, according to an official of the MPAA, to bring all committee members up to date on all of the business building projects and to review progress made thus far.

Lider Renamed Head Of N. E. Allied Unit

Special to THE DAILY

BOSTON, Feb. 12.—For the third consecutive year, Edward W. Lider was elected president of Independent Exhibitors, Inc., of New England, a unit of National Allied, at the annual election of officers today at the Hotel Bradford here. Others elected were: Melvin B. Safner, Central Falls, R. I., first vice-president; Edward Fideli, Worcester, second vice-president; Henry Gaudet, Laconia, N. H., secretary, and Julian Rifkin, Boston, treasurer.

Norman Glassman was re-elected chairman of the board; Nathan Yamins was re-elected national delegate, with Lider alternate delegate; and Carl Goldman was re-appointed executive secretary. Directors elected were Leslie Bendslev, Ned Eisner, Ray Feeley, Leonard Goldberg, David Hodgdon, Frank LePage, Al Lourie, Joseph Jarvis, Arthur K. Howard, Walter Mitchell, Daniel Murphy, Sam Resnik, Ted Rosenblatt, and Andrew Tegu.

Garfield Cass Named To AAP in Canada

Special to THE DAILY

TORONTO, Feb. 12 — Garfield Cass, former manager here for Metro-Goldwyn-Mayer Pictures of Canada, Ltd., has been named vice-president and general manager of the Associated Artists Productions distribution organization, called Donnell & Mudge here.

Loew's Inc. executives in New York yesterday confirmed that Cass has resigned his Toronto post. They said that no successor has been named as yet. However, it was reported here that M-G-M's manager in Indonesia, A. Gottfried, will assume the post and will take up the duties in April under Hillis Cass, general sales manager.

Donnell & Mudge has no physical distribution organization thus far. It was set up recently by AAP to distribute that company's product, which includes the Warner Bros. Pictures film library.

TOA Names Roscoe As Field Representative

George Roscoe of Charlotte, N. C., has been appointed field representative for Theatre Owners of America, TOA president Ernest G. Stellings, has announced.

Roscoe, who will assume his duties next Monday, will concentrate on field activities, maintaining close liaison with state and regional associations. He succeeds George Gaughan, who resigned the post last year.

An industry veteran, Roscoe has been employed by Columbia Pictures for the past 23 years. Starting as a salesman in the Charlotte area, he served as branch manager of the exchange there for seven years, and for the past eight, was branch manager in the Atlanta territory for the film company. Previous to his association with Columbia, he was with National Theatre Supply and the Alexander Film Co.



George Roscoe

Adams Asks Meeting Of Ohio Exchanges

Special to THE DAILY

CLEVELAND, Feb. 12.—Horace Adams, president of Independent Theatre Owners of Ohio, asked all film carriers, bookers, exhibitors and exchange managers of the Cleveland and Cincinnati exchanges to attend a meeting in Columbus at the Deshler Hilton Hotel on March 6 "to work out problems confronting us today." The meeting is being called Adams said in a letter, "since I think it is incumbent upon all of us to listen to any suggestions for the good of our respective businesses."

Adams did not state any specific reason for calling the meeting but it is surmised in trade circles that it has to do with the "conflict of limited prints in the exchanges and some curtailed delivery service routes due to the number of closed theatres." Adams is out of the city and will not return until Feb. 18.

Louis Gross, president of the Film Haulers Association has suggested to Adams that "in the name of economy" meetings be held in Cleveland and Cincinnati rather than in Columbus. Gross also points out that the film delivery problems differ in the two exchange centers and by holding separate meetings area harmony could more easily be attained.

Companies Will Close All Day February 22

The major production-distribution companies and the Motion Picture Association of America will be closed all day on Washington's Birthday, Feb. 22, according to the MPAA. The companies and the MPAA closed a half day yesterday, Lincoln's Birthday.

TOA Seeks Information On Foreign Products

Theatre Owners of America requested all distributors of foreign films to supply the exhibitor organization with detailed information about the pictures so it can be included in a special directory which will be available shortly.

Information TOA is seeking includes the title of the pictures; of stars; running time; whether black-and-white or color; drama, comedy, musical, etc.; language; title or dubbed; year originally released; Legion of Decency and Production Code Seal number.

TOA also requests that the names and addresses of the distributors and sub-distributors be included.

WB Promotes Egolf

Hans J. Egolf, Warner Bros. manager of Belgium and supervisor of Switzerland, has been promoted to the post of supervisor for Belgium, Switzerland and Germany, it has been announced by Wolfe Cohen, president of Warner International.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center
JOHN WAYNE • DAN DAILEY
MAUREEN O'HARA
starring in METROCOLOR in
"THE WINGS OF EAGLES"
An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

MOVIELAB
TV
FILM SERVICE CENTER

- EDITING ROOMS
- STORAGE ROOMS
- SHIPPING ROOMS
- OFFICES

PROJECTION ROOM FACILITIES

MOVIELAB BUILDING
619 W. 54th St., New York
JUdson 6-0367

PEOPLE

Hoblitzelle, president of Inter-Theatres, Texas, is the recipient of the Distinguished Civic Service of the Greater Dallas Planning Council.

Landon has joined Gerald Pross here as general manager. The company produces industrial and TV programs and commercial.

Lasala and **Kenneth Spargo** taken over the long-dark Strand Theatre, Willimantic, Conn., and re-named it the Cameo. A subsequent policy is in effect.

Edward Graves, veteran Film Row man of Cleveland, who has been with 10th Century-Fox and RKO Radio Pictures, has joined Columbia Pictures in New York City.

Joseph Hirsch, one of America's top artists, has completed a series of drawings based on his impressions of the wings of the "The Strange One," which will be released by Columbia Pictures in the spring. **Hirsch** is widely known for his drawing of the character in "Death of a Salesman."

Alie Gottschalk, who was office manager of the recently-closed RKO branch in Philadelphia, has joined Universal International in that city temporarily. **J. J. McFadden** and **Jack**, RKO salesman, have accepted new selling posts there, the former with Columbia Pictures and the latter with United Artists.

John N. Harmon, vice-president of Westinghouse Broadcasting Co. in New York of engineering, has been named topic chairman of television at the 81st convention of the Society of Motion Picture and Television Engineers to be held in Washington from 29-May 3.

Les Novy, president of Trans-Theatres, has moved his headquarters from Austin to Dallas, and opened the newly-modeled Fine Theatre in the latter city.

William S. Prizer has been named office manager in Philadelphia for the Guild. He succeeds **Harry**, who resigned to join National Film Service there as superintendent **Tom Clark** for the Buena Vista division.

Francis Dunn, office manager for RKO Radio exchange in Buffalo, has time of its closing last Friday, been named office manager for United Artists branch in that city.



M.P. DAILY picture

YOUR PROBLEMS ARE THEIRS: in display, that is, Joseph G. Aurrichio, whom many will remember as RKO Radio's photo division supervisor, and James J. Kriegsmann, theatrical photographer, as they posed Monday during cocktails and canapes and between tours of the newly opened J. J. K. Copy-Art, on 46th Street. Kriegsmann, as denoted by the firm's title, is president, and Joe is vice-president in charge of sales. They have an air-conditioned lab of 18,000 square feet, which on one day can turn out 52,000 stills; and also a set of studios.

Peterson Seen Set as Denmark Ambassador

From THE DAILY Bureau

WASHINGTON, Feb. 11.—Civil Defense Administrator Val Peterson, who had been sought by Theatre Owners of America for the national exhibitor organization's executive directorship, is expected to be named U.S. Ambassador to Denmark about May 1, it was reported here today.

Peterson, a former Governor of Connecticut, is expected to be succeeded in his Civil Defense post by Dan Thornton of Colorado. A number of TOA officials approached Peterson recently about the exhibition post.

65 More Theatres To Enter Sweepstakes

Entries from 65 additional theatres for the Academy Award Sweepstakes were received by COMPO over the week-end, Robert W. Coyne, special counsel, reported on Monday. This brings the grand total to just under the 1700 mark.

Latest circuit entries include Wometco of Florida, with 32 theatres; Associated Theatres of California, 10; Mid-Central of Kansas, eight; Durwood of Missouri, five, and Roth Theatres of Maryland and Virginia, four. Individual entries included theatres in Madison, Ind.; Selma, N.C.; Endicott, N.Y.; Wilbur, Wash.; and Highland Park, Mich.

Craft Pay Off Slightly

HOLLYWOOD, Feb. 12 — Weekly earnings of craft workers at the studios here averaged \$125.16 in December, according to the monthly report of the State Department of Industrial Relations. The figure compares with \$128.48 in November and \$127.28 in December of last year.

India and C. A. Head MPEA Meeting Agenda

Status reports on Central America and India will highlight the agenda of this week's meeting of the board of directors of the Motion Picture Export Association which will be held here tomorrow.

Charles Egan, MPEA overseas representative in India, will report on the tax situation there while Robert Corkery, MPEA vice-president, will report on his recent Central American and Latin American trip.

Other matters on the agenda include the establishment of a Philippines film board; limitation of product sales to East European countries; wage problems in Brazil; Mexican hospital contributions; Uruguay payments in support of the national news-reel; and film requests from the Canadian Pacific line.

Stein Sues Majors

Morris Stein, operator of the Corona Theatre in Queens, N. Y., filed a \$3,000,000 anti-trust suit in Federal Court here Monday against the eight major distributors, their subsidiaries, Century Theatres, Inc., Marcus Loew Booking Agency, and the Loew's Theatre & Realty Corp. In his action, Stein charged that the defendants had "conspired to discriminate against the Corona in favor of other theatres in the neighborhood." Stein acquired the theatre in 1956 under a leasing agreement which promised him certain availability of product, the suit stated.

Slate Referendum

GREENVILLE, S. C., Feb. 12—The City Council here has unanimously approved a special committee recommendation for a city-only referendum on Sunday amusements, setting Tuesday, March 5, as the date for the vote.

NEWS ROUNDUP

Joint 'Louis' Committee

Eighty-three industry and society leaders have joined Frank Pace, Jr.'s special March of Dimes committee for the benefit performance here of Warner Bros.' "The Spirit of St. Louis." The March of Dimes has taken over the entire first mezzanine of the Radio City Music Hall the night of February 21 for the special performance which will be followed by a champagne supper-dance at the Rainbow Room.

French Festival Friday

The Baronet Theatre here will begin the national premiere engagement of the "Festival of Great French Films" on Friday. There are 12 pictures in the series, and each will run for an indefinite period, the theatre has announced. The first one will be "The Baker's Wife." Brandon Films, Inc., the distributor, plans to release the series nationally early next month.

Plan New Mexican Theatres

Four new theatres will be constructed and put into operation this year in Mexico City, two each by the circuits—Operadora de Teatros and Teatros Nacionales. Executives of the circuits have declared the new theatres are "imperative" because of the local steady increase in film attendance.

U.K. 'Oklahoma!' Play Dates

"Oklahoma!," in CinemaScope will begin its regular run in London on March 11 with extended playing time in the majority of theatres booking it, following its 20-week European premiere engagement in the West End. The unusual release pattern is aimed at achieving maximum grosses, according to Walter Branson, RKO vice-president in charge of world-wide distribution. The picture is currently playing at 21 provincial theatres, many of which are adhering to the extended playing time plan, he said.

Sweepstakes Set Rolling In Canadian Areas

TORONTO, Feb. 12 — The 1957 Academy Award Sweepstakes in Canada has rolled into high gear under H. C. D. (Dick) Main, national coordinator. Five Oldsmobile automobiles, one each for British Columbia, the Prairie Provinces, Ontario, Quebec and the Maritimes, will be grand prizes in the Canadian contest.

In addition to the 12 categories being listed on the ballots, in conformity to the request by the Academy of Motion Picture Arts and Sciences, a 13th question will be carried on British films.

HE OWNS "TEN THOUSAND BEDROOMS"!

A SLYFUL EYEFUL!

Not since coins were tossed in that fountain has a picture, filmed in the beauty of Rome, had so much bouncy, youth-propelled entertainment. A young hotel tycoon (*Dean Martin's first solo starring role*) skillfully plans romances for three gorgeous sisters so that he can marry the fourth. The backgrounds of Rome are exquisite, the foregrounds of the sisters are divine, the songs are whistle-bait and fit the romantic, uproariously funny (*and very sly*) story to perfection.





WAKE UP TO M-G-M's DREAM-BOAT ENTERTAINMENT!

M-G-M presents

DEAN MARTIN
in
**"TEN THOUSAND
BEDROOMS"**

Co-Starring

ANNA MARIA EVA DEWEY WALTER PAUL
ALBERGHETTI • BARTOK • MARTIN • SLEZAK • HENREID

with JULES MUNSHIN • MARCEL DALIO

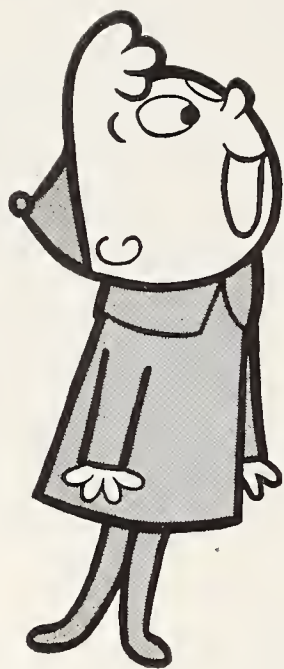
Written by LASLO VADNAY and ART COHN, WILLIAM LUDWIG and LEONARD SPIGELGASS

New Songs:—Music by NICHOLAS BRODSZKY • Lyrics by SAMMY CAHN

in CINEMASCOPE And METROCOLOR

Directed by RICHARD THORPE • Produced by JOE PASTERNAK

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)



SOUND EFFECTS ON SALES

"Gerald not only can count on the youngsters as his fans but adults as well." VARIETY

"Should start adults elbowing children for space in front of the set." TIME

"For all of those who have been crying that television needs something fresh and new, this is it." BILLBOARD

"Gerald is the Ed Sullivan of the world of animation."
RADIO AND TELEVISION DAILY

"The Boing-Boing Show should prove a family delight."
THE NEW YORK TIMES

"I can recommend it to you without reservation as one of television's greatest pleasures." NEW YORK POST

Gerald McBoing-Boing cannot speak a word. He doesn't have to. The television critics have been speaking up for his new UPA-produced cartoon program in glowing phrases. The movie exhibitors have named his film, "Top money short of the year." And Hollywood has given him an Academy Award. But words cannot describe the delightful effect of Gerald's sound effects. He's got to be seen to be appreciated. As an advertiser who knows how readily family pleasure carries over into family buying, we suggest you see Gerald on Sunday at 5:30 pm EST, and let him show you what *sound effects* The Boing-Boing Show can have on *your* sales.

© CBS TELEVISION NETWORK

PASSING IN REVIEW....

It was a mighty week for television drama kicking off with the opulent Producers Showcase production of "Mayerling" Monday night, through Playhouse 90's "The Miracle Worker" Thursday night and concluding with Hallmark's "The Lark" Sunday night. As sometimes happens in the best of all possible worlds, the most effective of the three shows was also the least highly publicized in advance. This was the tremendously moving Playhouse 90 story about Annie Sullivan and her celebrated pupil, Helen Keller.

Unified Continuity Achieved

In the principal roles, Teresa Wright and Patty McCormack hurdled the commercial obstacle course that leads through the 90-minute running time and made it a unified whole. It was a simple story, of pathos, humor and courage, which built steadily to its very effective climax. Burl Ives, Katharine Bard and Akim Tamiroff were fine in supporting roles. Arthur Penn provided the noteworthy script.

Julie Harris' widely acclaimed performance as Joan of Arc came strikingly alive in the small screen version of "The Lark," a Broadway semi-hit of last year. Judged strictly as a television show, this was a physically handsome and thoughtful job, well acted by nearly all the performers including Boris Karloff, Basil Rathbone, Denholm Elliott and Michael Higgins. Taken as entertainment—even on the fairly lofty level intended—it was, as has been noted elsewhere, a namby-pamby exercise in a lesson George

Who's Where

Walter Kingsley, sales manager of Ziv TV's national sales force has announced three new appointments. They are: William Flynn, Raymond L. Fuld and Robert M. Lethbridge, all named national sales executives.

William Kobin has been appointed general assignment producer for CBS News and Public Affairs in Washington, effective immediately, it is announced by Theodore F. Koop, director of CBS News and Public Affairs in Washington. In his new capacity Kobin will work with the producing staff radio and television, originating in Washington.

Richard Barnhill has been promoted to operations co-ordinator for WRCA-TV, it is announced by Peter Affe, operations manager for WRCA-TV. Barnhill joined WRCA-TV as a floor manager in October 1955.

Television Today

Bernard Shaw taught earlier and much more sharply.

Also covering well-known ground was the Anatole Litvak production of "Mayerling," an overwhelming show in scenic grandeur and a very small love-story, narratively speaking. Prince Rudolf is, of course, first cousin to the Student Prince, and his Maria is not too far removed from Rosalinda. Be that as it may, their love story could have been really moving, perhaps, if producer-director Litvak had given them a chance to be seen and heard without being constantly interrupted by those waltzes. As was suggested in two or three intimate scenes, star-crossed love, underscored by a couple of violins, still can be effective.

It was fated to die early in this production, however.

Elsewhere the week, like Bert Peel, was only average in stature. Odyssey, Sunday afternoon, presented a rather sober-sided view of "The Medieval Knight" which never once caught any particular feeling of life or even of pageantry. Charles Van Doren was shuffled through Steve Allen's Sunday night show as if he carried typhoid fever. Steve was running short on time and had to make way for a juvenile skit starring himself and Peter Lawford. Van Doren had been billed in advance as "special guest star"—which these days is fair warning of once-over-lightly treatment.—V. C.

One Man's TV Views

By Pinky Herman

DAVE A. EPSTEIN, that dynamic Hollywood go-getter, airmails a report that art director Serge Krizman has developed the outline for a series of 26 half-hour telefilms based on the amazing predictions of Nostradamus, 16th Century seer, to be titled, "The Voice of Nostradamus." Now if Krizman could take another gander at the old boy's prognostications and give us the winner of the Widener Handicap which takes place at Hialeah Sat., April 23, we can really enjoy the vacation we plan end of this month . . . 31 additional TV stations have signed to televise Producer Ben Parker's "The Tracer" series, starring James Chandler, directed by Jack Sledge and nationally syndicated by Minot TV Films. . . . Ginger Rogers has arrived in town from the coast to make a series of P.A.'s in connection with her latest 20th Century-Fox flicker, "Oh Men, Oh Women." She'll also do a guestint on "The Perry NBComo Show" Saturday. . . . Bob McLoughlan former disk jockey at KFWB, accepted an offer to manage station KHON in Honolulu but on a recent visit home received such a flattering offer by Santa Monica radio execs, he had to say "K.D.A.Y-es." Now he's one of the most-listened-to spielers in that neck of the woods. . . . The colorful and eye-catching Oldsmobile commershills that you'll see on the "Emmy Awards Program," Saturday, were filmed at the West Coast Sound Studios in Gotham produced by Charles L. Turner for D. P. Brother with Robert V. Pollock, directing.

☆☆☆

Paul Taubman, owner of the popular rendezvous The Penthouse Club and Maestro of TV Programs including "Twenty-One," "Winky Dink & You," tossed a "victory dinner party" in Honor of Yehudi Menuhin last Friday after the violinist's successful benefit performance for the Hungarian Relief Society . . . S. J. Perelman, whose stories and articles have been featured for the past 28 years in the New Yorker and who wrote the screen adaptation for Mike Todd's "Around The World In 80 Days," has been CBSigned to write the book for the musical TVersion of "Aladdin," which will be telecast in color this season. . . . First client for MGM-TV's newly-activated film commercial production facilities is Warwick & Legler, who have assigned that company to shoot a series of 10 one-minute commercials plugging Knickerbocker Beer. . . . Screen Gems' "Father



Paul Taubman

Knows Best," NBC-starring Robert Young and Jane Wyatt, in the Jan. 1, 1957 Nielsen topped "Arthur Godfrey & His Friends" (CBS) by 5 points, 29.1 to 24.1. . . . Philip Barry's sophisticated comedy "The Animal Kingdom," has been adapted for TV by his son Philip Barry, Jr. and will be seen Sunday on the "Alcoa Hour" TVia NBC co-starring Robert Preston, Meg Mundy and Alan Hale, Jr.

The Critics Say...

An influential as the many nation-wide syndicated TV critics, are the hundreds of newspaper critics whose views though they inevitably reflect regional preference—more often not have national validity. The reporters, asked to vote again year in the annual MOTION PICTURE DAILY-FAME poll of television talent and shows, added a variety of comments on their view of the industry. Among them are the following reports from Pennsylvania. If the city represented a TV outlet, the name of the station and its affiliations appear in brackets, along with the position of the city or town.

Sid Benjamin Scranton (WARM-TV, ABC; WTVB, CBS; 125,536): "In all fairness to the viewing public, producers and sponsors should warn the audience whenever a show being presented is a repeat of an earlier telecast. This would save time and resentment."

Fred Becker, Times Herald, Scranton (38,126): "The trend toward too frequent commercials after the programs become established should be halted before it affects the viewing audience. Programs generally are proving to the point that networks are offering healthy competition to one another. . . ."

Bob Schoenert, Reading (WHUM-TV, CBS, 109,320): "They still try to minimize many commercials out of a half-hour segment as is possible. They should take a tip from Life Is Worth Living."

NARTB Will Step Up Fight Against Pay-TV

From THE DAILY Bureau

WASHINGTON, Feb. 12.—The National Association of Radio and Television Broadcasters voted to expand its public relations program to step up its fight against subscription television and get other NARTB messages across to the public better.

The action was taken by the association's board of directors. The board also endorsed a proposal to change the NARTB's name back to the National Association of Broadcasters.

The board listed half a dozen purposes for the expanded public relations program. One was to support "continued expansion of the free system of radio and television and to oppose as a matter of public interest any proposal which would limit the industry's ability to offer a free, competitive and selective program." Another purpose listed was to convince the public that broadcasters run the industry "respectably," as evidenced by the codes of good standards.

EW:

at Apache Wells

olic—Naturama

Cooper, who's admirably de-
rated in past efforts that he's
comer of whom much should
ard in the years ahead, tops the
f this Naturama attraction, pro-
and directed by Joe Kane. Anna
Alberghetti, singer-turned-ac-
is his co-star. Between the two
sufficient entertainment appeal
both the western devotee and
post-teenage audience for which
epublic presentation has obvi-
been geared.

Ar an absence young cowboy
r returns to the range to learn
uthless rancher — and one-time
rustler — Jim Davis is not only
gain possession of ranch owned
oper's dad, Harry Shannon, but
so very much interested in
r's intended, the aforementioned
Alberghetti.

is and Cooper eventually square
r a gun fight, the upshot of
finds Cooper admitting he's the
drawing "Durango Kid," a title
welcomed by the rangeland seum.
is killed, and at the windup it
like a happy future for Miss
ghetti and Cooper.

screenplay by Bob Williams is
ur indeed; but who's to ques-
the framework when a young-
g hero and heroine are in there
g all the time?

ning time, 70 minutes. General
ice classification. Release, in
y.

A.M.W.

as 'Delinquents'

(Continued from page 1)

sent in charge of distribution.
multiple dating program for the
n Rhoden Jr. production is the
extensive ever set by UA in
territories. It will begin Febru-
and carry through the first
in March.

us Burstyn Rights

R. Miske has purchased all
to the Joseph Burstyn proper-
om his estate, it was announced
lay. Miss Miske, who has been
erating head of Joseph Burstyn,
nce the latter's death three years
as taken over some 20 proper-

uke to WB

LLYWOOD, Feb. 12 — Carl
e, formerly head of story pro-
a files for Warner Bros., has
amed assistant to Jack Emanuel,
editor of Warner Bros. Televi-
n Division.

Atlanta Changes

ANTA, Ga., Feb. 12.—Univr-
ernational has made the follow-
anges in the Atlanta office: Bob
rt, formerly with RKO Radio,
oted office manager, and Dean
rt, formerly booker with RKO,
ead booker for U-I.

Rogers, RKO Sign 21 Deals

(Continued from page 1)

not included in the distribution deal
set last month by RKO Radio and Uni-
versal Pictures. O'Shea said further
that the negotiations for the deal were
completed by Edward L. Walton, RKO
vice-president, and Rogers. Walter
Branson, vice-president in charge
of world-wide sales; Nat Levy and
Herb Greenblatt, RKO sales execu-
tives, will supervise the operation.
Promotion of the pictures also will be
supervised by RKO department heads.
Al Stern, publicity; Dave Cantor, ex-
ploitation, and Ben Grimm, advertis-
ing.

Neither RKO nor Rogers would dis-
close the actual number of pictures in-
volved in the distribution agreement,
alough it is reported to be 15 to 20.
The pictures involved were produced
after 1948.

In All Exchange Areas

The 21 independent distributors
will cover all 32 of the exchange areas,
RKO said. In addition to the man-
agers of the releasing organizations,
94 salesmen will be involved in the
selling of the product and many of
the franchise holders have already
added former RKO employees to their
staffs to handle the product.

The distribution plan is expected to
give "new life" to the films, RKO said,
by providing a greater sell-off time
than could have been anticipated
through the normal distribution chan-
nels of RKO's former set-up. The new
system is more logical, and is expected
to be more productive for films which
have already played top circuit houses,
the company said.

The independent releasing organiza-
tions which will handle the RKO prod-
uct in the U. S. are:

Albany and Buffalo: George Wald-
man, George J. Waldman Enterprises

Majors Saving

(Continued from page 1)

considerably and makes more prints
available for exhibitors whether they
have magnetic or optical sound instal-
lations. He said that in the past, at
least half of the usual print order for
a CinemaScope picture would be for
magnetic prints which averaged only
about 10 bookings each.

Loew's reported that it has been us-
ing dual purpose prints since it re-
leased "Kismet" and that it has had
much success in having a large num-
ber of theatremen install the small
"foxhole" sprockets necessary to ac-
commodate the magnetic - optical
print. An equipment distributor re-
ported that theatres, when their large
sprockets wear out, have replaced
them with the smaller sprockets so
that they can use the dual print. "This
is the trend, it seems, as it gives man-
ufacturers, the distributors, the thea-
tres, the laboratories, uniformity, flex-
ibility and saves money," he said.

Another distribution company and
an executive of a laboratory reported
that the ratio between magnetic and
optical prints ordered was one to three
last year. Other companies reported

Buffalo, Atlanta and Jacksonville;
Charles Simpson and William Rich-
ardson, Capitol Releasing Corp., At-
lanta. Boston and New Haven: Jo-
seph E. Levine, Embassy Pictures
Corp., Boston. Charlotte: Robert F.
Pinson, American-Astor Distributing
Corp., Charlotte. Chicago: Max
Roth and Charles Lindaw, Linro, Inc.,
Chicago. Cincinnati and Indianapo-
lis: Selma Blachsloger, Jay Goldberg
and Helen Bohn, Realart Pictures of
Cincinnati. Dallas and Oklahoma City:
Fred A. Meyers, Tower Pictures Co.,
Dallas. Denver and Salt Lake City:
Hal C. Fuller, Dimension Pictures,
Salt Lake City. Des Moines and
Omaha: William Feld, Realart Pic-
tures of Iowa and Nebraska.

Four Coast Cities Covered

In Detroit area: Jack Zide, Allied
Film Exchange, Detroit. Kansas
City: Robert Herrell, United Film Ex-
change, Kansas City. Los Angeles,
San Francisco, Seattle and Portland:
Newton P. Jacobs, Favorite Films of
California, Los Angeles. Milwaukee:
W. Benjamin, Screen Guild Produc-
tions of Wisconsin, Milwaukee. Min-
neapolis: Donald Swartz, Independent
Film Distributors, Minneapolis. New
Orleans: Milton Dureau, Masterpiece
Pictures, New Orleans. New York:
Sherman S. Krellberg and Richard
Perry, Principal Film Exchange, New
York. Philadelphia and Washington:
Jack Harris, Screen Guild Produc-
tions of Philadelphia, Philadelphia.
Pittsburgh: Milton Brauman and Bert
Stearn, Pittsburgh. St. Louis: George
Phillips and Herman Gorelick, Real-
art Pictures of St. Louis. Cleveland:
Irwin Polland, Imperial Pictures of
Cleveland. Memphis: Fred A. Mey-
ers, Colonial Pictures of Tennessee,
Memphis.

Wichita Theatre

(Continued from page 1)

tion from a Texas exhibitor for a \$40,-
000 loan, making four applications
turned down thus far. Still pending
is one from a West Virginia exhibitor
for a \$16,800 loan.

Meanwhile, President Eisenhower
signed into law a bill boosting by
\$80,000,000 — to \$230,000,000 — the
limit on SBA's business loan program.

that they have not had dual prints for
some time on their releases and that
they did not contemplate having any
this year. One company official added
that consideration was being given to
using the dual prints to accommodate
the domestic theatres which have in-
vested heavily in full magnetic sound
equipment.

It was pointed out also by a com-
pany official that the "standardiza-
tion" in prints is one of the major
phases being taken up in the Booz,
Allen & Hamilton survey on distribu-
tion operations. The research organi-
zation has been retained by the Mo-
tion Picture Association of America to
survey company operations with an
eye on "streamlining."

Boost Perkins In Magazines

Paramount Pictures has underway a
comprehensive magazine campaign on
behalf of newcomer Anthony Perkins,
with the goal of placing him "at the
apex of Hollywood stardom in 1957."
The campaign began last November
and is now in high gear preparatory to
the release next month of Perkin's
first starring film, "Fear Strikes Out."

Coverage in March-dated issues in-
cludes "Modern Screen," "Compact,"
"Movie Life," "Hollywood Screen
Parade," "TV & Movie Fan," "Ranch
Romances" and "Movieland." Addi-
tionally the annual, "Movie Album—
1957," "Movie Life," "Silver Screen
Annual" and "Photoplay Annual,"
now on the newsstands, each devote
considerable space to the actor and his
new film.

Perkins will also star in future Para-
mount films, including "The Lonely
Man," "The Tin Star," "Joey," "Desire
Under the Elms," and "The Match-
maker." These are also given attention
in magazine features, with "Screen
Stories" carrying five pages of stills
from "The Lonely Man" in its January
issue and following it with six pages
of stills from "Fear Strikes Out" in
February.

Among the additional magazines
which are scheduled to give attention
to Perkins in early issues are "Ameri-
can Weekly," "This Week," "Motion
Picture," "Hollywood Screen Parade,"
"Movie & TV Album," "Movie Life"
and others.

'Friendly' Holds Own

(Continued from page 1)

ported that "far from adversely affect-
ing subsequent bookings, the picture
has done far better business than had
been anticipated or would have been
done following a normal opening. We
are extremely happy with the results,"
he added.

The usual clearance period between
first and second runs was not observed
with "Persuasion," which went into its
subsequent runs immediately. As a
consequence it has played in this area
steadily from Christmas Day until the
present, a total of nearly 100 play
dates has been recorded to date.

In its original booking the picture
grossed in excess of \$120,000 at the
nine neighborhood theatres. This is
said to be approximately twice the fig-
ure gross which could have been
reached, in a regular downtown first-
run engagement.

Call 'Doll' Defamatory

Holding that the dialogue of Elia
Kazan's "Baby Doll" is "derogatory
and defamatory" of Americans of
Italian extraction, the Esca Club of
Bronx, N. Y., has passed a resolution
calling upon the members of the or-
ganization and their families to boy-
cott the film. Copies of the resolution
have been sent to all Italian-American
organizations in the city and state.

THIS IS WHAT
THEY'RE ASKING FOR!

THE HOLLYWOOD REPORTER
1951
EXHIBITS WANT MORE COLOR FILMS
Drive-In Convention Calls
On Hollywood Producers To
Turn Out More Tinted Pix

Cincinnati.—Exhibitors attending the National Allied Drive-In Theatre Owners convention here made a strong pitch yesterday to Hollywood to turn out more product in color. In a film clinic, the showmen, especially those operating in smaller situations, declared that with the advance of color TV the public in time would become more color conscious and would expect it on theatre screens as well as on TV. It was pointed out also that there is a better definition of images on drive-in screens when there is color. It was brought out that 20th-Fox was releasing Regalscope product in (Continued on Page 4)

Lead-Off Film At
Cannes Festival

Piled Up By AA

Loew Film Co.
To Assume Bulk
Of Sunday D.

Color by
TECHNICOLOR®
IS THE ANSWER!
And now....

**The curtain
rises on**

TECHNIRAMA

TECHNIRAMA, the spectacular new large-screen color motion picture product developed by TECHNICOLOR® is now ready to excite theater audiences the world over.

TECHNICOLOR Corporation proudly announces that TECHNIRAMA was selected for production of the great color motion pictures listed here... soon to be released for premiere showings...

- ☆ DAVY — Ealing Production — Metro-Goldwyn-Mayer
- ☆ ESCAPADE IN JAPAN — RKO Radio Pictures, Inc.
- ☆ LEGEND OF THE LOST — A Batjac Production — United Artists
- ☆ NIGHT PASSAGE — Universal Pictures Co., Inc.
- ☆ SAYONARA — Goetz Pictures, Inc. — Warner Bros. Pictures, Inc.
- ☆ SEA WALL — De Laurentiis — Columbia
- ☆ SLEEPING BEAUTY — Walt Disney Production — Buena Vista Film Dist. Co., Inc.
- ☆ SOUVENIR D'ITALIE — Athena Rank
- ☆ THE MONTE CARLO STORY — Titanus Films — United Artists

TECHNICOLOR through TECHNIRAMA offers:

Large area negative photography
using standard 35mm film

•

Most efficient use of negative area

•

Versatility — Standard or
road-show prints all from one
original negative

•

Greatly improved picture
sharpness

•

Freedom from graininess

•

Increased depth of focus

•

Minimum image distortion

TECHNICOLOR CORPORATION

MOTION PICTURE DIVISION

Herbert T. Kalmus, President and General Manager

Little Chance in N. Y. For Daylight Time Bill

Special to THE DAILY

ALBANY, N. Y., Feb. 12 — Sen. Pliny W. Williamson, Searsdale Republican, yesterday moved to strike out the enacting clause in the bill which proposed to advance daylight saving time from the last to the first Sunday of April. This action killed the measure, so far as Williamson was concerned. He explained that strong upstate opposition had been manifested. Broadcasters also objected.

This was the second year Williamson had sponsored such a proposal. He co-authored the successful 1955 bill which extended DST from the last Sunday of September to the last Sunday of October and made "fast time" mandatory throughout the state.

Launch 'Hymn' Premiere Festivities Today

MARIETTA, Ohio, Feb. 12.—Universal-International's "Battle Hymn," which deals with the heroic exploits of Colonel Dean E. Hess during the Korean War, will have its world premiere at the Colony, Putnam and Ohio Theatres here Thursday night as part of a two-day statewide homecoming tribute.

Dignitaries from all over the country will participate including the Korean Ambassador to the United States, Dr. You Chan Yang; the governors of Ohio and West Virginia; the president of Marietta College; producer Ross Hunter and stars Rock Hudson, Dan Duryea, Jock Mahoney, featured player Ingrid Coude as well as top U.S. Air Force officials.

Two-Day Program Set

The two-day program of events will get underway tomorrow morning with a Marietta Civic Club Luncheon at the Betsey Mills Club with all dignitaries participating. In the afternoon there will be an autograph and coke party at the Field House of Marietta College. That evening at the Colony Theatre, the 9488 Air Force Reserve Squadron will sponsor an "Airmen for Peace" program to which premiere guests have been invited.

Thursday will be "Battle Hymn Day" throughout Ohio by proclamation of Governor C. William O'Neill and Mayor Forester C. Farley of Marietta.

Pickman Is Host

Jerry Pickman, Paramount Pictures advertising - publicity vice-president, was host at a special screening of the company's "Fear Strikes Out" for newspaper, wire service and magazine sports writers at Toots Shor's Restaurant, New York, Monday afternoon. Boston Red Sox star outfielder Jimmy Piersall, on whose life the picture is based, was honor guest at the screening and a reception which followed.

Funny Face

(CONTINUED FROM PAGE 1)

and, for the benefit of those who find it difficult to imagine this fine young actress in a song and dance role, let it be said she's good with her song and little short of wonderful in the dances.

Striking photography and color by Technicolor make many of the scenes in Paris, where most of the action takes place, a visual delight which VistaVision enhances. Some familiar music by George and Ira Gershwin, supplemented by new songs by Roger Edens and Leonard Gershe, and scenes staged in Parisian coutourieres' salons where striking new wardrobes are modelled by Miss Hepburn and some of the fashion world's top mannekins, are among the production's many outstanding attractions.

Prominent in the cast and certain to make an impression on audiences is Kay Thompson, a newcomer full of vitality and talent, who causes things to happen in her role as the energetic editor of an important fashion magazine. Astaire is the staff photographer who realizes the possibilities of Miss Hepburn as a fashion model after discovering her in the person of a dowdy sales girl in a Greenwich Village book shop. He induces her to become a glamor model by baiting her with a trip to Paris where she will have the opportunity to meet the parlor philosopher whose disciple she is. Michel Auclair handles the role of the professor in the properly phony manner.

THE PARIS TRIP naturally involves examinations not only of the fashion salons but many of the city's justly famous tourist attractions. Before they've covered them all, Astaire is in love with Hepburn, and she, after inclining in his direction, is somewhat bedazzled by the philosophy professor, who turns out to be young and wolfish. Before the eventual clinch. Astaire is obliged to rescue Hepburn from the professor's salon, with the help of Miss Thompson. The acting by this expert trio is pleasing all the way and it can be said with emphasis there is genuine credibility about the Astaire-Hepburn romance, despite its autumn-spring implications.

The audiences will remember many of the Gershwin tunes, such as the title song, "S Wonderful," "Clap Yo' Hands," "Let's Kiss and Make Up," "How Long Has This Been Going On" and others. Of the new ones by Edens and Gershe, "Bonjour, Paris" and "Think Pink" are perhaps the best. Edens also is down as the producer and Stanley Donen as director. They both have much to their credit. Gershe also wrote the screen play, which has no connection with the successful Broadway musical of the same title of several seasons ago. In fact this one started out as a drama at M-G-M, and only by a chain of circumstances did it end up as a Paramount musical.

The music was adapted and conducted by Adolph Deutsch, and orchestral arrangements were by Conrad Salinger, Van Cleave, Alexander Courage and Skip Martin. It is the kind of music—and dancing—that entertains superbly without ever getting in the way of the story. It's quality all the way, and the kind of attraction real showmen offer with pride as well as enthusiasm.

Running time, 103 minutes. General classification. Release, in April.

SHERWIN KANE

Licenses Suspended of N.Y., Brooklyn Theatres

The licenses of the Central Theatre here and the Strand Theatre in Brooklyn have been suspended for seven days, according to Maurice Maurer, manager of the Central, and Kroger Babb, producer of "Mom and Dad," the current attraction at the theatres.

It was reported the licenses were suspended by Commissioner Bernard J. O'Connell because a lecturer appeared at each performance and was classified as an entertainer and therefore did not come under the theatres' "motion picture theatre common show" licenses. Maurer and Kroger said they would bring the issue to court. The Central is a Shubert theatre leased to Maurer and the Strand is a Fabian theatre.

WB Officials

(Continued from page 1)

tract effective September, 1956, calling for \$1,500 per week plus \$15,000 for the first year, \$20,000, second, and \$25,000 in the third year for entertainment and other expenses.

Friedman, vice-president, and Perkins, vice-president and general counsel, received new three year contracts calling for \$1,250 per week. Trilling's contract was extended for one year at \$2,000 per week.

The SEC report also disclosed that former Warner vice-president Sam Schneider will receive \$1,000 per week until April, 1963, under his agreement with the company. Schneider also relinquished an option on 20,000 shares.

Counter Suit

(Continued from page 1)

ing conspiracy to divide the va companies' product among themselves without competitive bidding.

The Maple Drive-in Theatre the Blue Dell Drive-in Theatre an anti-trust action against the tributors in 1954 claiming a conspiracy to deny them a run in the burgh area ahead of the convent theatres with which they were peting.

Louis Nizer, trial counsel for distributors, presented evidence before Judge Murphy that the Maple conspired with the Blue Dell and other drive-in theatres to refuse to negotiate for certain pictures of distributors in consideration of other drive-in theatres refusing to negotiate for other pictures. In words, the distributors charged their counter suit that there was a conspiracy by the drive-in theatres to divide the product of various companies among the drive-in theatres whereby each refused to negotiate for a picture which "belonged" to another theatre.

Examinations Scheduled

Judge Murphy ruled that the tributors would be permitted to their defense and counter claims causing the drive-in theatres of ill conduct from which the distributors suffered damages under the anti-trust laws. Judge Murphy also permitted Nizer to conduct examinations before trial of the plaintiff's executives in the next three weeks.

Memphis Board Plans To Keep Censor Unit

Special to THE DAILY

MEMPHIS, Feb. 11 — The Commission plans to keep the controversial censor board, Mayor Mund Orgill said today. This despite the recommendation of Orgill-appointed committee last that the board be abolished.

The committee headed by John person and including Dr. De Henning, Dr. Peyton Rhodes, Jol Osoinach and Dr. M. W. Lat Jr., recommended unanimously the board be abolished.

Orgill said today: "While haven't gone into the matter thoroughly as we should, I feel all of the commissioners think should be a board of censors. While I think the three ladies have been carrying on have done a satisfactory job, it probably would be advisable to add two more men so they can share the work and won't be so burdensome on just a few."

The three women on the board now are Mrs. B. F. Edwards, chairman; Mrs. Walter Gray and St. Elmo Newton, Sr. The city provides for a total of five members. But there have been two vacancies for months—since the resignation of Avery Blakeney and the late T. Binford.

MOTION PICTURE DAILY

Concise
and
to the
Point

QP

81, NO. 31

NEW YORK, U.S.A., THURSDAY, FEBRUARY 14, 1957

TEN CENTS

Major Anniversary

Outline ABC Growth and New Plans

an ABC-TV in Second in Time Sponsored

(Picture on Page 5)

The amazing growth of the American Broadcasting Co., with special emphasis on ABC Television, was outlined yesterday at a press-industry "break-minar" at the Waldorf-Astoria

highlighting the presentation, made by Leonard Goldenson, president of American Broadcasting - Paramount Pictures, and members of his top executive staff, and which marked the

Producers Will Still Magnetic: Doacy

The production division of the motion picture industry will continue to be "magnetic" sound for recording and "but" "economics" will determine the extent of its utilization by production and exhibition. This is the view of William Doacy, vice-president of Reeves Soundcraft Corp. Doacy said yesterday he believes

Doob Made Consultant Business-Building

Mr. A. Doob, veteran advertising and publicity man, has been employed by COMPO as a consultant on the all-business-building program being organized, it was announced yesterday by Robert W. Coyne, COMPO special counsel. Doob, who retired last year after

Television Today

Page 5

Barry Optimistic on New MGM - ABC-TV Deal

Charles C. "Bud" Barry, Loew's vice-president in charge of television, said here yesterday that he hopes the new agreement between MGM and ABC-TV, calling for MGM to produce a series of hour-long mystery films for ABC-TV, will be the beginning of "a close and profitable association."

The series, now in pilot preparation at the Culver City studios, will be based on both old and new MGM mystery properties, as well as original scripts, he said. The series should be ready for its TV debut by next October or January.

UA District Managers To Meet Here Today

United Artists' district managers in the U. S. and Canadian territories will begin a three-day sales convention here today to work out details of a domestic distribution program in the company's drive for a 1957 world gross of \$70,000,000 or more. Meetings will be held alternately in the home office and the Park Sheraton Hotel with William J. Heineman, vice-president in charge



W. J. Heineman

June Release Slated For 1st Am-Par Film

From THE DAILY Bureau

HOLLYWOOD, Feb. 13—"The Beginning of the End," first film of Am-Par Pictures Corp., production subsidiary of American Broadcasting-Paramount Theatres, Inc., has been scheduled to have its world premiere in the Chicago-Illinois-Indiana territories in June, according to Irving H. Levin, Am-Par president.

The company has set a starting date of late March for its second picture, "Young Mother," produced by Edmond Chevie at Republic Studios.

Dairy Queen Aids 'Sweeps'

The National Dairy Queen Development Co. has advised its 3,000 state and district operators and local Dairy Queen store owners that it strongly favors their cooperation in the Academy Award Sweepstakes contest. Paul D. Graning, executive vice-president, in a letter to COMPO said, "we have asked them to give you every assistance in securing prizes for their local theatres who run the contest, wherever possible."

The Independent Theatre Owners Association of New York has informed COMPO that it has endorsed the Sweepstakes plan, and appointed

(Continued on page 4)

'57 Brotherhood Drive To Begin on Sunday

The amusement industry will launch its observance of Brotherhood Week on Sunday, seeking to raise \$250,000. The inter-faith drive, sponsored by the National Conference of Christians and Jews, will climax more than two months of preparation under the leadership of William J. Heineman and Spyros S. Skouras, Jr., national co-chairmen, of this year's campaign.

Much of the Brotherhood Week ac-

(Continued on page 4)

AA Sales Meeting Set In Hollywood Tuesday

From THE DAILY Bureau

HOLLYWOOD, Feb. 13.—Allied Artists will hold a four-day sales meeting of the company's domestic division sales managers at the studio here Feb. 19-22, Morey R. Goldstein, vice-president and general sales manager announced today.

Goldstein, who will preside at the meetings, said sessions will include distribution and promotional plans for forthcoming AA

(Continued on page 4)



Morey Goldstein

'End Strife'

Industry Hope Lies in Unity Says Gordon

Calls Again for Meeting On Arbitration Formula

By LESTER DINOFF

(Picture on Page 6)

The basic need of the motion picture industry is the immediate cessation of "internecine strife" so that all may be united in solving such problems as high production costs, increasing patronage at theatres, talent shortages, etc., according to Julius M. Gordon, president of Allied States Association.

Speaking at a trade press conference here yesterday, the national Allied leader reiterated his "willingness to work for mutual betterment of the

(Continued on page 6)

Universal-RKO Deal Is Scored by Walsh

Special to THE DAILY

PHILADELPHIA, Feb. 13.—Richard Walsh, international president of the IATSE, whose national executive board is meeting at the Bellevue Stratford Hotel here this week, has expressed criticism of the way the RKO Radio Pictures-Universal distribution consolidation was handled.

Walsh said that the IATSE has taken

(Continued on page 4)

British Film Quotas To Remain the Same

From THE DAILY Bureau

LONDON, Feb. 13 (By Cable)—There will be no change in the British Board of Trades quota on theatre exhibition in Great Britain during the year beginning Oct. 1, according to BOT president Sir David Eccles.

The current regulations specify that 30 per cent of the first features shown in theatres must be produced in Britain with 25 per cent being the regulation for the supporting program product.

PERSONAL MENTION

GORDON LIGHTSTONE, Paramount general manager in Canada, returned to Toronto yesterday from New York.

CHARLES SIMONELLI, Universal Pictures Eastern advertising-publicity manager, is in Marietta, O., from New York.

EMERY AUSTIN, M-G-M exploitation head, returned to New York yesterday from Chicago.

JACK M. WARNER, executive of Warner Brothers television division, has left the Coast for Chicago, Detroit and New York.

MEL BROWN, of the Peachtree Art Theatre, Atlanta, has returned there from Charlotte.

WILLIAM SCHULTE, Michigan theatre operator, has left Detroit with Mrs. SCHULTE for Fort Lauderdale, Fla.

MRS. SID RECHETNIK, wife of the Warner Brothers home office publicity department executive, gave birth to a boy here this week at Doctors Hospital.

KENNETH WINCKLES, assistant managing director of J. Arthur Rank Organisation, Ltd., returned to London yesterday from New York via B.O.A.C.

FRED MIERS of Tower Pictures Co., and **R**OBERT HARTGROVE of Exhibitor Pictures, both of Dallas, returned to Texas from New York yesterday by way of Memphis.

SHERMAN S. KRELLBERG, New York distributor, is vacationing in Florida until April.

CARMEN BUNCH, Navy booker of Charleston, S. C., was in Atlanta on Government business.

E. R. HOLTZ, former Detroit theatre owner, is a New York visitor.

MILTON KRIMS, writer-producer, has returned to Hollywood from Europe.

WILLIAM E. BLOWITZ, president of Blowitz-Maskel & Associates, publicists, has arrived in New York from Hollywood.

R. T. MULLINS, former manager of the Capital Theatre, Plant City, Fla., has been named secretary of that community's Chamber of Commerce.

IMPDA Seeks to Hire Executive Secretary

The Independent Motion Picture Distributors Assn. has voted to increase the annual dues of its membership and to make special assessments in order to acquire the services of a paid executive secretary and to expand its activities in general. The action was taken at a meeting here Monday night.

Effective as of January 1, 1957, the new dues are on a sliding scale system depending on the volume of business done by the individual members who distribute foreign films in this country. The organization hopes to raise between \$15,000 and \$20,000 this year.

In another action the group authorized Arthur Mayer, president, to prepare a letter to the Academy of Motion Picture Arts and Sciences, citing the IMPDA's objections to the present system of nominating for the award of "best foreign film of the year." The IMPDA feels that films should have had theatre openings in this country in order to qualify for an Academy Award. It will be pointed out that four of the pictures nominated this year have not yet been shown to the public.

Sees 'Better Year' for Mexican-made Films

Special to THE DAILY

MEXICO CITY, Feb. 13—A better export year for Mexican pictures is foreseen by Alfonso Pulido Islas, manager of Cinex, the semi-official distributor of this country's films outside Mexico. Islas is just back from a visit to Hollywood. He predicts more sales for Mexican pictures during 1957 in the U.S. and Europe. He also reported the sale abroad of 32 Mexican films during the past 12 months.

Babb Hearing Friday

A hearing will be held in New York County Supreme Court tomorrow on a motion to make permanent the injunction granted film distributor Kroger Babb, restraining the New York City license commissioner from suspending licenses of the Central Theatre in Manhattan and Fabian's Strand Theatre in Brooklyn. Licenses of the theatres, which have been showing Babb's picture, "Mom and Dad" were ordered suspended on Monday on the grounds that a lecturer took part in each performance whose appearance did not come under the theatres' "motion picture theatre common show" licenses.

FPCC Dividend

OTTAWA, Feb. 13—Famous Players Canadian Corp., Ltd. has declared a dividend on common stock for the quarter ending March 31 of 37½ cents, payable March 13 to shareholders of record Feb. 21.

Introduce N. Y. Bill To Curb 'Delinquents'

Special to THE DAILY

ALBANY, Feb. 13—Senator William T. Conklin and Assemblyman Frank McMullen, Brooklyn Republicans, have introduced a bill in the legislature which would hold operators, managers, employees, or others "exercising control" of legitimate theatres, motion picture houses, dance halls, bowling alleys, candy stores, etc., responsible under certain conditions, for permitting children to congregate or loiter, on the premises.

The measure, which adds a new section to the Penal law, provides that where any child under 16 not accompanied by his parents, guardian or authorized adult, is permitted to congregate, loiter, or remain "so as to contribute to juvenile delinquency," as defined therein, the manager, etc., shall be guilty of a misdemeanor. The bill would take effect July 1.

Documentaries Named For Academy Voting

From THE DAILY Bureau

HOLLYWOOD, Feb. 13—The Academy of Motion Picture Arts and Sciences has announced the following nominations for documentary awards in feature and short subjects divisions.

The features are "Naked Eye," Camera Eye Pictures, Inc.; "Silent World," Filmad-F. S. J. Y. C. (French); "Where Mountains Float," Danish Government Film Committee.

The short subjects are "The City Decides," Charles Guggenheim & Associates; "Dark Wave," 20th-Fox; "The House Without a Name," Universal-International; "Man in Space," Walt Disney; "The True Story of the Civil War," Camera Eye Pictures, Inc.

The features will be screened for Academy members Feb. 20 and short subjects on the 21st, with the winners to be announced March 27.

2nd 'Wings' Screening

CHICAGO, Feb. 13—Maureen O'Hara, star of M-G-M's "The Wings of Eagles," and Admiral John David Price met with representatives of the press from eight midwestern cities and Navy V.I.P.'s here where they appeared in person at the Glenview Naval Air Station for a special screening of the picture. The local activities are the second in a series of four Naval base screenings.

Deny Poe Motion

Screenwriter James Poe was denied in Federal Court here yesterday a preliminary injunction against Michael Todd and company to enjoin the exhibition of "Around the World in 80 Days" unless he received screen credit and \$250,000 in damages.

NEW ROUNDUP

Fight Md. Wage Bill

A bill has been introduced in Maryland State Legislature at Annapolis asking a \$1 minimum wage for all employees, which would include ushers, cashiers and other theatre staffs. The Allied Motion Picture Theatre Owners of Maryland have instructed their representatives at Annapolis to ask for an exemption for the theatre industry. Jack Whittle is chairman of the legislative committee for the Allied group.

Twin Foreign Premiere

A double bill composed of Italian-made film "The Lost Continent" and the prize-winning French film "The Red Balloon" will have simultaneous premiere at the Victory and Fine Arts Theatres here on Monday, March 11.

New Filmack Catalog

The Filmack Trailer Co., Chicago, is distributing a new 1957 promotional catalog to all drive-ins, which Mack, president, describes as covering the field of drive-in merchandising and exploitation from opening to closing. Included in the ideas designed to stimulate business are son-opening welcome trailers, hot fireworks displays, institutional setups, giveaways, refreshment promotions, anniversary suggestions, gestures to young parents, and intermission clock trailer.

Hudson To Appear Here

A two-day celebration for the New York premiere of Universal-International's "Battle Hymn" will include lobby appearances by star Rock Hudson. The film opens Friday at Capitol Theatre.

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a body in the street
a bullet in its back and lipstick smeared on its face



and a
wanton,
giggling
girl

in a
torn and
tattered
dress!

Was it Murder
or was it the
Unwritten Law
...or was it
a town's hidden
evil showing
through a
woman's

Tattered Dress

A UNIVERSAL-INTERNATIONAL PICTURE STARRING

JEFF CHANDLER • JEANNE CRAIN
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ELAINE STEWART

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DIRECTED BY JACK ARNOLD • WRITTEN BY GEORGE ZUCKERMAN • PRODUCED BY ALBERT ZUGSMITH



CINEMASCOPE



FROM U-I THE EXCITING COMPANY

REVIEW:

Smiley

London Films—20th-Fox

THIS WELL-MEANT idyll of childhood produced in its entirety in Australia has handsome Technicolor and CinemaScope effects, some fine actors including the highly-respected Sir Ralph Richardson, some intriguing photographic explorations of the Australian countryside — and that is about all.

For producer-director Anthony Kimmins has kept his pace at a funereal crawl, and Colin Petersen, a nine-year-old child actor, is overly coy and precocious. The story, a screenplay by Kimmins and Moore Raymond, has to do with the peregrinations of this child about his immediate neighborhood. Half-way through, a new plot is dragged in, having to do with Master Petersen's being made the innocent dupe of a pub-keeper, John McCallum, who sells opium to the more backward natives. The boy unknowingly runs the drug for McCallum, and when the former finds out he runs off to the woods to brood.

His mother is long-suffering because his father drinks, and while this has the makings of a poignant filmic situation, it is not developed sufficiently to enlist emotional interest. Sir Ralph is present for no good reason in a minor part of the local clergyman.

The film, an Anthony Kimmins production, was presented by Alexander Korda for London films, 20th Century-Fox is the distributor here. Running time, 91 minutes. General classification. For February release.

LAWRENCE J. QUIRK

Correction

Myron Mills, vice-president of Screencraft Pictures, Inc., was identified as being affiliated with another company through an inadvertent error in a news item in yesterday's MOTION PICTURE DAILY.

Dairy Queen Aids 'Sweeps' U. A. Conclaves

(Continued from page 1)

Edith Marshall as chairman of a committee to coordinate and direct the promotion among its members.

Additional entries also have been received from the United Detroit Theatres Corp., with 16 theatres, and from individual theatres in Bridgeport, Conn.; Middleton, N. Y.; Salisbury, N. C., and Maryville, Ohio.

A meeting of Cincinnati exhibitors has been called for tomorrow to set up a promotion campaign in that city. Efforts are being made to obtain the cooperation of the "Cincinnati Times-Star," and to line up a list of prize donors for the contest.

Meanwhile it was also reported yesterday by COMPO that trailers and advertising kits for the promotion of the Sweepstakes by participating theatres have been distributed to its exchanges by National Screen Service.

The advertising kits, it was said, are completely cartoned and ready for

shipment to exhibitors. Each carton contains one 40 x 60 rollboard display, one five-foot die cut standee with a self supporting easel, one horizontal 41 x 27 one-sheet for wall or table display purposes, one knocked-down ballot box or entry blank container, one composite mat and one glossy proof of the official entry blank which may be filled in locally with the names of nominees prior to the availability of the official entry blank.

In addition to the composite mat which is part of the advertising kit, each branch manager also has been sent a shipment of mats styled 301 and 302 which will be available at regular prevailing mat prices for such sizes. Additional individual items in the kit will be available at National Screen branch offices, but exhibitors have been advised to send their orders as soon as possible to assure early delivery.

(Continued from page 1)

of distribution, and James R. V. general sales manager, presiding.

President Arthur B. Krim and chairman Robert S. Benjamin will deliver welcoming addresses at the session. Heineman and vice-president Max E. Youngstein will speak to field sales executives at an afternoon meeting at the Park Sheraton.

Home office executives and department heads taking part in the convention include Milton E. Heineman, eastern and southern division manager; Al Fitter, western division manager; L. J. (Jack) Schlaifefer, assistant director of advertising, public relations and exploitation; Alfred H. Tanenbaum, assistant national director; Mortimer H. Thanson, publicity manager, and Joseph Gould, advertising manager.

Producers Will Use

(Continued from page 1)

that while many of the companies going in for dual purpose magnetic sound prints, this "print will take over completely even though use has been highly recommended.

First-run theatres will be the best users of magnetic prints, Reeves Soundcraft executive said. He feels that as more and more prints are put into circulation, quality in sound will be affected, especially the second, third and sub-prints. He pointed out that in stripping the print, a portion of one magnetic print is eliminated to allow room for optical sound track and after re-bookings, the quality of the recording on the track is affected.

Doacy said that magnetic sound recording has become an important factor in industrial and military operations. He said that his organization is turning out 16mm projector-recorders for these fields.

Doob Made Consultant

(Continued from page 1)

having served for many years as advertising and publicity head of Loew's Theatres and later as an executive in the M-G-M publicity and advertising department, will assume new duties at once. He will make headquarters in the COMPO office at the Paramount Building.

Calera Thea. Closed

CALERA, Ala., Feb. 13—J. E. Calera, for many years owner of the Calera Theatre here, has closed it.

Brotherhood

(Continued from page 1)

activity will be centered in approximately 15,000 motion picture theatres across the country, where exhibitors will recruit members and solicit contributions to carry on the Brotherhood program through the coming year.

Governors of more than 40 states and thousands of mayors will issue proclamations calling for support of the Brotherhood effort. In many communities, plans have been made to hold the inaugural ceremonies in motion picture theatres, with civic leaders participating.

Theatre promotion will include presentation of a special newsreel featuring Ed Sullivan, lobby and marquee displays and recruiting booths manned by managers and staff members.

Davis to N. Y. for Meet with Hargreaves

From THE DAILY Bureau

LONDON, Feb. 13 (By Cable).—Conferences on the operation of Rank Film Distributors of America will be held in New York between Kenneth Hargreaves, president, and John Davis, managing director of J. Arthur Rank Organisation, who left here yesterday for America for a two-week business visit.

Davis, while in the United States, will also meet with officials of Bell & Howell in Chicago. He is accompanied by Harry Norris, another Rank executive.

After his conferences with Hargreaves, Davis will go to Mexico for a meeting with Colam McArthur, Rank's head in South America. He is expected to return to London on March 1. Hargreaves is expected to return here in mid-March for a final consultation on his operation's launching in the U.S.

A. A. Meeting

(Continued from page 1)

product scheduled for release between March and November. Emphasis will be on "Love in the Afternoon," "Hunchback of Notre Dame," "Jeanie" and "Dragoon Wells Massacre." In addition, plans will be formulated for launching the company's combination science-fiction package, "Attack of the Crab Monsters" and "Not of This Earth."

Home office and studio executives attending will include Steve Broidy, president; George Burrows, executive vice-president; Harold Mirisch, vice-president; Edward Morey, vice-president; G. Ralph Branton, vice-president; John Flinn, director of advertising and publicity, and Martin S. Davis, Eastern director of advertising and publicity.

Division managers are Arthur Greenblatt, home office sales executive; L. E. Goldhammer, eastern manager; Nat Nathanson, Midwestern manager; Harold Wirthwein, western manager and James Prichard, southern manager.

Universal-RKO Deal

(Continued from page 1)

no action on the distributor consolidation and indicated he did not expect the matter to be brought up at the meeting here.

He reported that the application of the Colosseum of Motion Picture Salesmen for membership in the IATSE is on the agenda of the meeting and would be determined by Friday. The IA board meeting closes on Saturday.

Roxy Books 'Oh, Men'

Twentieth Century-Fox's CinemaScope comedy, "Oh, Men! Oh, Women!" is scheduled to open at the Roxy Theatre here on Thursday, February 21.

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ABC Growth

(Continued from page 1)

anniversary of the AB-PT merger the following:
 ABC Television has moved up into 1 place in common, fully sponsored evening time periods;
 new ABC "D" rate for daytime ABC Television has been set;
 ABC Television's program schedule has been strengthened, with at least new program properties offered 1957-58 (not the least of which is the concluded "partnership deal" with MGM for the production of a series of hour-long mystery films on MGM properties);
 ABC Television has made substantial improvements in clearances and moved forward to the 1957-58 season with a number of new affiliates;
 ABC plans to expand its facilities from coast to coast; and
 ABC Radio has special research conducted at television advertisers' expense to show why network radio is an increasingly complementary medium.

Top Executives Heard

At the seminar, Goldenson indicated Oliver Treyz, vice-president in charge of the TV network, who was the bulk of the presentation. In addition, James T. Aubrey, vice-president in charge of programming talent for ABC-TV, and Don Quinn, vice-president in charge of radio network, covered their respective areas.
 The ABC executives pointed with pride to the latest Nielsen National Survey for January, 1957, which shows ABC-TV has gone ahead of NBC in number of half-hour evening programs where it is the top-rated network. ABC-TV ranks first in 10 percent of NBC in nine.

Treyz Points to Nielsen

Treyz said that the latest published cost-per-thousand data shows the average fully sponsored even-
 program on ABC costs its advertiser \$3.55 per thousand homes per commercial minute. Last year, the figure was \$4.49 for the same period, marking a reduction of more than 20 per cent. Treyz predicted the continued improvement in program popularity and coverage would bring further "substantial



M.P. DAILY picture
LEONARD GOLDENSON

gains to ABC advertisers next season."

Aubrey, reporting on TV programming, said that ABC "has launched its drive to sign star performers to exclusive network contracts with the acquisition of four major personalities: Frank Sinatra, Mike Wallace, Pat Boone and Guy Mitchell, each to star in their own TV shows.

"Significantly, three of these programs were sold to advertisers within a few days after the acquisition, providing unique evidence of advertisers' strong faith in ABC-TV's forthcoming programming line-up."

The new mystery film series, to be produced in partnership with MGM, will be made at the latter's Culver City studios, it was said.

New Programs Listed

Other new programs which will be available for sponsorship. Aubrey reported, are "Zorro," a new half-hour weekly live action series, produced by Walt Disney, making its debut in October; two new alternate week, one-hour film series produced by Warner Brothers, "Trouble Smith" and "The Texan"; "Amazon Trader," a Warner Brothers half-hour film adventure series; "The Californians," adventure series to be produced by Louis F. Edelman; "Tin Pan Sally," also produced by Edelman; a documentary series based on the New York Police Department, as well as "Fame and Fortune," "Publicity Girl," "Glamour Girl," and "Snowfire."

The increasingly popular conception of network radio as a complementary medium for the television advertiser was pointed out by Durgin. Radio, he said, "today adds important audience in terms of TV homes not otherwise reached by the basic TV properties and adds important frequency and multiple home visits to those homes reached by television."

He illustrated how 20,000,000 homes reached by a top TV comedy-quiz program can be re-reached by the ABC Radio Weekend News, which adds 38 per cent additional homes not reached by the TV program at an added cost of 15 per cent.

'James' Debut Big

ST. LOUIS, Feb. 13.—"The True Story of Jesse James" grossed an "impressive" \$2,912 in its debut yesterday at the Fox Theatre here, according to the theatre management.

The CinemaScope adventure drama is a 20th Century-Fox release.

Television Today

CBS Estimated Sales \$16,283,000 for Year

Consolidated profits of Columbia Broadcasting System, Inc. for the fiscal year ended December 29, 1956 are estimated at \$16,283,000, or 21.5 per cent over the \$13,397,000 earned during 1955, according to an announcement yesterday by William S. Paley, chairman.

Per share earnings for 1956 were \$2.17, as compared with \$1.83 per share earned in the prior year. During July, 1956, the company discontinued its radio and television receiver manufacturing division, CBS-Columbia which had been unprofitable in recent years. The 1956 figures are after providing for all expenses and losses related to the discontinuance of this division, including losses on disposal of plant facilities. Such special provisions approximated 41 cents per share after applicable tax credits.

Sales Rise 12 Per cent

Sales for the year approximated \$354,000,000, or 12 per cent higher than 1955 sales of \$316,573,000.

At the meeting the board of directors declared a cash dividend of 25 cents per share on its Class A and Class B stock, payable March 8, 1957, to stockholders of record at the close of business on February 21, 1957.

WCBS Billings Up

WCBS-TV's spot television billings increased by 12.6 per cent in January 1957 over the same month last year, it was announced by Frank Shakespeare, Jr., the station's general sales manager. He attributed the sharp increase to several factors, including the success of both "The Early Show" and "The Late Show" which have been playing new-to-television films from M-G-M, Warner Brothers and Columbia.

Edwin Hill Dies

ST. PETERSBURG, Feb. 13—Edwin C. Hill, radio news commentator, died in St. Anthony's Hospital here yesterday. He was 72 years old. A radio broadcaster and syndicate feature writer since 1931, he earlier had been a reporter and later a feature writer for the old New York Sun. He also had been a director of the Fox Movietone Newsreel and a scenario editor for the Fox Film Corp.

'Money' To Return

Goodson-Todman's "Two for the Money" will return to CBS-TV's evening lineup March 23, and will occupy the Saturday night, 10:30-11 P.M. slot thereafter, according to officials of the G-T production firm here. Starring Sam Levenson, the comedy quiz show will originate live from New York. No sponsor for the series was announced.

NTA Affiliate Set in Canada

National Telefilm Associates, Inc., in embarking on an international expansion program, has formed NTA Telefilms (Canada) Ltd., in partnership with a Canadian group who will operate it under a long-term franchise agreement to distribute feature films and syndicated series to Dominion television stations.

The three Canadian principals who have a 50 per cent interest in NTA Telefilms (Canada) Ltd., are David Griesdorf, N. A. Taylor and H. S. Mandell.

Griesdorf, who heads the group, is formerly a director and general manager of J. Arthur Rank's Odeon Theatre Circuit. He left the circuit over a year ago to become a partner and executive vice-president of International Film Distributors, Ltd., and Allied Artists Pictures of Canada, Ltd. He will head the management of NTA of Canada as president and general manager.

Taylor Vice-President

Taylor, who is president of Twinex Century Theatres of Canada, and president of International Film Distributors and Allied Artists Pictures of Canada, will become vice-president of the NTA Canadian company. Mandell, who is secretary-treasurer of these same enterprises, will assume the same post with NTA Telefilms.

The company will distribute in 1957 some 78 20th Century-Fox features which National Telefilm Associates is releasing to television in the U.S. All future product of NTA will be distributed by the Canadian company under the agreement. In addition to the TV distribution of feature and syndicated film, the Canadian company will also distribute various properties currently controlled by Griesdorf, Taylor and Mandell.

ABC Negotiates for 52 RKO Pictures

Negotiations are currently taking place between the American Broadcasting Co. and RKO Teleradio for the leasing of 52 RKO Radio features for exhibition on the television network's Famous Film Festival next fall.

According to an official of RKO Teleradio, ABC-TV seeks to acquire the package for an estimated \$2,000,000 to compete with rival network shows in the 7:30 to 10 P.M. weekend time slots.

Discussions concerning the leasing have been going on for some time, the RKO official said. He indicated that ABC-TV, if they acquired the package, would not have to pay union residual payments as a large number of the 52 films, made before and after 1948, were produced abroad.



M.P. DAILY picture
OLIVER TREYZ

National Pre-Selling

"THE Little Hut," starring Ava Gardner and Stewart Granger, will get a substantial plug in the March 24 issue of "Pictorial Review." Jacques Kapralik's caricature of the stars in this new M-G-M film will be reproduced in full color on the front cover of the issue.

An interest-compelling ad on Columbia's "Full of Life," starring Judy Holliday, appears in the February 11 issue of "Life." A feature story on Judy and her Broadway stage show appears in the same issue. "Full of Life" opened in New York yesterday.

Fran Bennett, who appeared as Judy Benedict in George Stevens' "Giant" for Warner Bros., is the cover subject of the March issue of "Cosmopolitan" magazine. This is accompanied by a story describing her role in the film.

Allied Artists' "Love in the Afternoon" will receive considerable attention in the February 17 issue of "Parade." The color cover will have a photo of the three stars, Gary Cooper, Audrey Hepburn and Maurice Chevalier. The same issue will have a cover story titled "Maurice Chevalier—Come-back at 68."

"The Wings of Eagles" is advertised on the table of contents page of "Look's" February 19 issue.

"Hollywood Mud Slinging" is the title of a pictorial story photographed on location of "Gun For a Town," which appeared in the February 10 issue of "This Week." Photo used shows Buddy Baer and his male co-star giving starlet Sandra Giles and themselves a mud bath. "A good time was had by all" reports the writer, Louis Berg.

Elia Kazan's production of "A Face in the Crowd" for Warner Bros. receives considerable assistance in the February issue of "Seventeen," with pictures and story on Andy Griffith, who is starred in the picture, and Anthony Franciosa, who is featured. Both players make their screen debuts in the production.

The editor of the "People Are Talking" department in the February issue of "Vogue" says "Judy Holliday is funnier than ever in Columbia's 'Full of Life.'"

Larry Quirk of the MOTION PICTURE HERALD staff has written an interesting profile of Cliff Robertson, star of "The Girl Most Likely" for the March issue of "Movieland."

WALTER HAAS



Wilbur Snaper (left) and Julius Gordon at their news conference yesterday.

Gordon Reiterates Unity Plea

(Continued from page 1)

business" and urged once again the scheduling of a meeting between top exhibition leaders and the company presidents to take up this matter, and the setting up of an exhibition-distribution meeting to develop an industry arbitration formula.

'Deep-Seated Conviction'

Gordon, in discussing the status of the industry today, said, "I have a deep-seated conviction that no problem is insoluble if approached by sincere men who are acting, not in the heat of anger, but with good will and a desire for progress. It was because of this belief that in Cincinnati I indicated my willingness to discuss any phase of the business at any time or place. If the desire of national Allied, in conjunction with Theatre Owners of America, to meet with the highest representatives of the owners of the film companies in an effort to help solve the problems of all owners of all segments of the industry, was an incorrect approach, which we do not think it was, then in such case we should like to be informed as to the proper parties and place for a forum, not of recrimination but of progress.

Appeals to Older Stars

"It is crystal clear, that if possible, This Cain and Abel struggle must be settled before the deed itself, so that we many concentrate on the problem of high production costs that are brought on by the stranglehold of the talent agencies and accentuated by the aging stars, who though still a great asset to this business as they have been for years, are failing to help perpetuate it. It would seem that these people, made wealthy by the motion picture business, should in their tax-favored producing companies take on part of the responsibility of developing new young stars. So long as circumstances dictate that the aging personnel work independently, they are in a position to bring up new people for their own and industry's benefit, in exactly the same manner that the major studios made them into personalities when

production was not on an independent contract basis."

Gordon said next that the industry must use a "sales approach to the average man" for his leisure time. "For as leisure hours have increased, we have allowed more unified competitors to convince the public that their leisure hours would be more pleasant in surroundings outside the theatre. It should seem within the realm of probability that a unified industry with all its intelligence, and with the modern research analysis and communications media open to it, could convince large segments of the public of the entertainment, cultural, educational, recreational, economic advantages in spending part of the leisure time in well appointed and operated theatres," he said.

Wants Conference Soon

In reply to questions concerning exhibition's proposals to hold a meeting on arbitration, Gordon said he hopes that such a conference could be set up as soon as possible. He said that the national Allied and TOA arbitration committees have not met as yet "but it would be normal and natural for exhibitors to meet and discuss it in the normal course of events."

Wilbur Snaper, who was in attendance at yesterday's meeting, said that national Allied's committee on reforming the Council of Motion Picture Organizations is making progress in working with a COMPO group to bring this about. He said that "there are no stumbling blocks in the way."

Ginsberg Coming Today

HOLLYWOOD, Feb. 13 — Henry Ginsberg will leave here tomorrow by plane for New York for conferences with Edna Ferber, whose novel, "Giant," he was associated with George Stevens in producing, and to discuss with Warner Brothers executives plans for continuing domestic and foreign distribution of that film. He will remain in New York for two weeks.

PEOPLE

Robert Bowers, Allied Artists man in Houston, has been promoted to branch manager of the company's new exchange in Jacksonville.

Lynn L. Scott, Jr., former staff assistant at the Loew's Capitol Theatre in Washington, D.C., has been named assistant manager of Loew's Aldine Theatre in Wilmington, Del.

Harry F. Shaw, division manager of the Loew's Poli-New England Theatres Inc., has been honored by the New Haven Police, who made him an honorary member of the force.

Joseph E. Lippert, chief of security for the past five years at the Capitol Theatre in Buffalo, has been appointed assistant manager, succeeding J. Richard Smyth, who has entered the Army.

Ben Zimmerman, former manager of the Carmen Theatre in Philadelphia, has been named manager of the Overbrook Theatre in that city.

V. M. Paquette, television and motion picture figure in Canada, has been appointed senior account executive for the F. H. Hayhurst Co., Montreal.

Says Minimum Wage Must Be Broadened

From THE DAILY BUREAU

WASHINGTON, Feb. 13.—Sen. Edward Kennedy (D., Mass.), chairman of a Senate labor subcommittee that will handle minimum wage legislation, said minimum wage coverage must be broadened this year to a "substantial number" of additional workers.

Coverage should be widened, he said, "to the fullest extent permitted by the Constitution and by practicality."

Kennedy made the statement as he announced that his subcommittee would start hearings Monday, Feb. 14, on proposals to broaden the law's coverage. A House labor subcommittee has scheduled hearings starting March 1.

'10' Charity Showing

HOUSTON, Feb. 13—The scheduled opening here tomorrow of "The Ten Commandments" for the general public at the Metropolitan Theatre was moved up a day because the entire house of 2323 seats has been purchased by one Houston business man. Desiring to remain unnamed, this benefactor is having the tickets distributed through the Community Council to the poor, blind, deaf, orphaned, etc.

Page
4

PERSONAL MENTION

ALEX HARRISON, 20th Century-Fox general sales manager, will return to New York over the weekend from the West Coast.

WINSTON BARRON returned to Toronto yesterday from New York after having edited and narrated the final Canadian edition of Paramount News.

ERIC JOHNSTON, president of the Motion Picture Association of America, has returned to Washington from New York. KENNETH CLARK, vice-president, left here last night for the Capitol.

CECIL B. DEMILLE arrived in New York yesterday by plane from Dallas.

SIDNEY DENEAU, Paramount's Western sales manager, will return to New York on Monday from Chicago.

GEORGE STEVENS, producer-director, will arrive in New York today from the Coast.

TOM W. BRIDGE, Southwestern division manager for Paramount, was in New York yesterday from Dallas.

Revision Reaffirmed

(Continued from page 1)

the announced revision of the Production Code. The committee's recommendation on expanding the board to include independent distribution representatives and theatremen has been accepted by the MPAA board of directors. Appeals on Code decisions are currently heard by the MPAA board of directors.

The Code committee, it was reported when the group presented its recommendations to the board, has sounded out a number of top exhibitors around the nation concerning their viewpoints on having an exhibitor representative on the appeals board. A problem which the committee faces is securing the representation of an exhibitor who is "truly representative of exhibition." It has been pointed out that since exhibition is not unified, one person could not truly represent all theatres.

Conferences along these lines are expected to take place in further meetings of the committee, which gathers about once weekly here. It was reported that representatives of independent distributors will confer with the committee also in the future.



AT OPENING of United Artists' sales convention at the home office here: Arthur B. Krim (right) William J. Heineman (left) and Robert S. Benjamin.

UA 'Greatest' Year Foreseen

(Continued from page 1)

and Bob Benjamin took over the leadership of United Artists," Heineman said, "our company has become an increasingly vital source of quality product and an increasingly important factor in the total industry picture. This tremendous growth has been made possible by the support of theatremen who have responded to our ability to deliver boxoffice films.

"Today we are at a new summit in our long-range expansion program. And beginning next month we will supply to exhibitors in the United States and Canada the most concentrated lineup of outstanding features that we have ever scheduled.

"Since 1951 our grosses have steadily increased. Last year we did a record business of \$65,300,000. With the concentration of first-line product that we are now offering and the tremendous promotion backing it, the coming year should prove the best that we have ever known," Heineman said.

Commenting on the general industry status, the UA distribution head stated, "We are confident of the future, and we are expressing this confidence

by meeting the demand for quality product. Despite competition and changing markets, theatrical motion pictures still stand as the world's first line of entertainment. To sustain and strengthen the medium by distributing the best possible films will continue to be the first order of business at UA."

The ten "top" features going into release from March through July include "Men in War," "Spring Reunion," "The Bachelor Party," "12 Angry Men," "The Ride Back," "The Monte Carlo Story," "Saint Joan," "Sweet Smell of Success," starring Burt Lancaster and Tony Curtis.

Slated for pre-release in July is Stanley Kramer's "The Pride and the Passion." Michael Todd's Todd-AO roadshow production of "Around the World in 80 Days" is scheduled for an expanded program of new engagements during the March-July period.

The three-day UA sales convention is mapping detailed distribution plans for the coming year. Today's and tomorrow's sessions will be held at the Park Sheraton Hotel.

Diehl Promoted

(Continued from page 1)

vote of approval by the general executive board, which is holding its mid-winter meeting here this week.

A member of Moving Picture Machine Operators Local 182, Boston, Massachusetts, since 1933, Diehl served that organization as business agent for eight years prior to joining the staff of the international. He was active as a field man throughout New England until last fall, when he was assigned to the general office in New York City. Diehl has served on the Minimum Wage Commission for the amusement industry in the state of Massachusetts.

WB-ABPC Merger

(Continued from page 1)

who is managing director of ABPC.

Latta is expected to meet with top officials of Allied Artists International, which releases its product in the United Kingdom through Associated British Pictures. Norton Ritchey, AA International president, recently returned to New York from London where preliminary conferences on the consolidation were held.

Under the proposed consolidation, Warner Bros., which has a third interest in ABPC, would take over sales and distribution from ABPC, which, it is reported, would then close its exchanges.

Kane Predicts Stronger NCA

Special to THE DAILY

MINNEAPOLIS, Feb. 14.—Central Allied will emerge from April 1 and 2 convention here as a stronger, better organization, reports that it is near collapse, says Kane, NCA executive committee member. Kane said in a statement commenting on recent reports of the organization's difficulties.

Kane said that NCA had not been drawn from membership in the United States, although he confirmed that he had given the national organization notification that it is withholding payment of the assessment "for the time being." The question of resuming payment undoubtedly will be discussed by the membership at the convention, Kane said.

He admitted there is a group of exhibitors here who are dissatisfied with NCA's leadership and activities. Kane denied that those who now are in the new, strictly informal Minneapolis exhibitor group were "stalwarts."

"Some of them," Kane said, "were members and others have not paid dues for some time."

Meanwhile, the committee appointed by NCA to find a new president to succeed Ben Berger, who has since will refuse to serve another term, met with no success. Berger, in Florida on vacation, did not attend the recent mid-winter board meeting of Allied in Cincinnati.

Col. Dividend Set

Columbia Pictures Corp. announced yesterday that the board of directors at a meeting held Wednesday declared its regular quarterly dividend of 30 cents per share on the common stock presently outstanding and on the trust certificates for common stock payable April 30, 1957 to stockholders of record March 29, 1957.

Names N. S. Drive-In

ALBANY, Feb. 14.—Robert C. Mahan, of Slingerlands, has announced that the 700-car drive-in is building in the Town of New Scotland, several miles from here, and called the Mayfair Drive-In.

NEW YORK THEATERS

RADIO CITY MUSIC HALL
Rockefeller Center
JOHN WAYNE • DAN DAILEY
MAUREEN O'HARA
starring in METROCOLOR in
"THE WINGS OF EAGLES"
An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Editor, Telephone HOLLYWOOD 7-2145; Washington, I. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturday and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone Circle 7-3100. Cable address: "Quigpubco, New York." Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the March 3, 1879. Subscription rates per year, \$6 in the Americas and \$12 foreign; single copies, 10c.

PEOPLE

Richard C. Settoon, formerly of the Memphis office, has been named branch manager in Atlanta for Universal Pictures, succeeding William Kelly, who has resigned to enter business venture of his own. Rob-Lee Carpenter will succeed Settoon in Memphis.

W. "Bill" Cosby has been named manager of arc carbon sales for National Carbon Co., a division of Union Carbide and Carbon Corp., succeeding E. R. Geib, who has been appointed carbon sales consultant to the company.

Joseph M. Franklin of Saint John, N.B., regional chairman for the Maritime Provinces for the State of Israel Bid Drive in Canada, has been appointed chairman of the Canadian Committee for the State of Israel Bid Conference in Miami, and for festivities leading up to the 65th birthday party for Eddie Cantor. Franklin is a founder of the Canadian Motion Picture Pioneers Society.

Alberta Pike, formerly operator of the Vogue Theatre, Denver, and advising director for Fox Intermountain Theatres, is reopening the Plaza Theatre, Oklahoma City, the lease of which she has purchased. She is associated in the venture with Sidney Green, owner of the Art Theatre, St. Lake City. An art-film policy will be established.

Ed Fay of Providence will represent the motion picture industry in the 1957 Jimmy Fund Drive for the benefit of the Children's Cancer Research Foundation. Joe Cronin of the Boston Red Sox will be co-chairman, under the general chairmanship of Bill Williams.

Ed Schneider, former NBC executive, has been named general manager of Shamrock Pictures Corp., Winter Park, Fla., which operates the first large-scale studio installation in that state.

Gnn. Buyers, Bookers elect All Officers

Special to THE DAILY
CINCINNATI, Feb. 14. — Herman Hunt was re-elected president of the Theatre Owners Corp., buying-book organization servicing 50 theatres in Ohio, Kentucky and West Virginia, at the annual meeting of stockholders in the Metropole Hotel here.

Hunt and the other re-elected officers have served the firm 11 years, since its inception. The others include Willis Vance, first vice-president; Maurice Chase, second vice-president; F. W. Huss, Jr., secretary; Gordon Pape, treasurer; and James W. McDonald, general manager and assistant secretary-treasurer.

'St. Louis' Replica Carries Film Print

Special to THE DAILY

SANTA ANA, Calif., Feb. 14 — A replica of Charles A. Lindbergh's original aircraft, "The Spirit of St. Louis" took off from here at dawn today for New York City. It is carrying the first print of the Warner Bros. picture "The Spirit of St. Louis" for the world premiere next Thursday at the Radio City Music Hall.

Piloting the plane is Stan Reaver, chief pilot for Paul Mantz whose flying service built the monoplane. Depending on weather conditions, Mantz says that the plane should make New York City within five days.

Nine Speakers Slated For Milestone Dinner

From THE DAILY Bureau

HOLLYWOOD, Feb. 14. — Screen Producers Guild president Samuel G. Engel today announced the complete list of speakers who will take part in the Guild's annual Milestone Award Dinner on Sunday night at the Beverly Hilton Hotel, which this year honors Walt Disney.

With Lowell Thomas as master of ceremonies, speakers will include Perle Mesta, Gen. Omar Bradley, Dr. Frank Baxter, Beverly Hills Mayor David Tannenbaum, Ed Wynn, Yul Brynner, Gene Kelly, Eddie Fisher and Joe Rosenberg.

Former winners of the Milestone Award are: Jesse L. Lasky, Louis B. Mayer, Darryl F. Zanuck and Cecil B. DeMille.

Fund to Participate

The Mary MacArthur Memorial Fund will participate in the proceeds of the special March of Dimes benefit performance of Warner Bros. "The Spirit of St. Louis" at Radio City Music Hall the evening of the picture's opening day, Thursday, Feb. 21. The March of Dimes has taken over the entire first mezzanine of the Music Hall that night for the special benefit performance, which will be followed by a champagne supper-dance at the Rainbow Room.

Slate New Tax

READING, Pa., Feb. 14. — The Muhlenberg Township board of supervisors just outside the city has served notice of its intention to levy a five per cent tax on amusement admissions this year. The suburban township board claims half of the amusement tax, which was formerly collected in its entirety by the Muhlenberg school board previously.

Sindlinger To Speak

Albert E. Sindlinger, president of Sindlinger & Company, Inc., will address a luncheon meeting of the Market Research Council at the Yale Club here today.

Ask Pa. Commission Probe Censor Law

Special to THE DAILY

HARRISBURG, Pa., Feb. 14.—A resolution seeking to have the Joint State Government Commission, research arm of the legislature, study, investigate and obtain legal opinions concerning the possibility of enacting a law prohibiting obscene motion pictures in Pennsylvania was introduced in the House this week. The resolution would direct the commission to report its findings and recommendations with drafts of necessary legislation to the 1959 session of the General Assembly.

Three bills have been introduced in the legislature so far during the current session to revive Pennsylvania's State Board of Censors, the new resolution having been introduced by Reps. Marion L. Munley, D-Lackawanna; James Musto, D-Luzerne, and Joseph Wargo, D-Lackawanna.

The state's 1915 censorship law was declared unconstitutional by the State Supreme Court in March, 1956. Since then the State Board of Censors has been inactive.

Hearing on W. Richfield Drive-In Theatre Set

Special to THE DAILY

CLEVELAND, Feb. 14.—A hearing will be held Friday in the West Richfield, O., Town Hall on the rezoning application of James J. Barton involving a 48-acre tract of land at Broadview Rd. and Route 21 for construction of a drive-in theatre and an extensive playground and picnic development. The proposed project, which is to include a swimming pool, baseball diamonds, picnic grounds and a special children's playground area, has been estimated to cost in excess of \$250,000.

Barton, a former Ohio state representative, was one of the associate builders of the Pearl Road Drive-in Theatre, Cleveland, which is built on property he owns. "Construction will start as soon as we are granted zoning," Barton said.

File Anti-Trust Suit

Harold F. Eldredge, assignee of Dover Playhouses, Inc., operators of the Playhouse Theatre in Dover, N. J., filed an anti-trust suit in Federal Court here yesterday against the eight majors, Skouras Theatres, the Stanley Warner Corp., and others. The suit charged that the theatre was "forced out of business" as a result of the refusal of the majors to supply it with "top pictures." The suit asks for "damages sustained."

Record 'Strange' Score

Composer Kenyon Hopkin's jazz musical score for Sam Spiegel's "The Strange One" will be published by a new music publishing company, Horizon Music Corp., recently organized by Spiegel's Horizon Pictures and coast publisher Fred Raphael, in association with Columbia Pictures.

NEWS ROUNDUP

Champion, Bartlett Form Co.

John Champion and Hall Bartlett will merge their independent production companies to form a new company with four films scheduled for production within 15 months. Champion recently completed a contract at MGM. Bartlett's most recent production is "Drango" for United Artists. The two men will write, produce and direct their own films. They have not yet entered into negotiations with any distributing company, though they will do so shortly.

Clothing for Hungarians

The first 1,000 people who come to the Roxy Theatre here on Monday bearing a donation of outer-clothing for newly arrived emigres from Hungary, will be given free admission to the theatre as guests of managing director Robert C. Rothafel.

Ends Tour for 'Wings'

Maureen O'Hara, star of M-G-M's "The Wings of Eagles," yesterday concluded a four Naval base junket on behalf of the picture, at Norfolk. She first visited Long Beach, then Chicago and Pensacola. In each of the cities M-G-M flew in newspaper writers and critics for special screenings of the film at the base theatres. Before the screenings, a tour of the base took place, followed by luncheons, cocktail parties and dinner at the Officers' Clubs.

Canadian Imports Up

Film imports into Canada in the first 10 months of 1956 increased to \$10,285,000 from \$9,110,000 in the corresponding period of 1955, according to governmental reports in Ottawa.

NOW BOOKING!

Together on one
GIANT Action-Packed Program in
WIDE VISION COLOR

NAKED PARADISE

Temptation and Terror In A
Savage Land of Wild Desire!

Starring
RICHARD DENNING
and BEVERLY GARLAND
— and —

FLESH AND THE SPUR

Raw Violence . . . Naked Fury! . . .
Her Fate Staked On The Ant-Hill
. . . His Future In A Killer's Gun!

Starring
JOHN AGAR • MARLA ENGLISH
TOUCH CONNORS

(American International Pictures)
For NEW YORK & BUFFALO-ALBANY
EXCHANGES

GEORGE J. WALDMAN

Television Today

TV Bill in Utah

(Continued from page 1)

counties to levy a tax, or use recreational tax levies, to purchase property and construct relay towers and transmitters to take television by the "translator" system into areas which cannot now receive direct telecasts from commercial stations.

John Rowberry, former Cedar City theatre owner and now a motel operator, led the fight to put the measure over.

Ralph Cohn Named

(Continued from page 1)

Darmour Studios and then was a producer at Columbia prior to the formation of Triangle Productions and Comet Productions in association with Mary Pickford and Buddy Rogers. He was in the U.S. Army in 1944-45 and in 1948 formed Telefilms, Inc. and Telespots for television production. He joined Screen Gems in 1949.

NBC Sets Foreign Co-Production Deal

From THE DAILY Bureau

HOLLYWOOD, Feb. 14.—The National Broadcasting Co. has completed a foreign co-production deal and has set "The Fox," a French period adventure series, for filming in England next month. The overseas production of the half-hour films, to star Anthony Dexter, may be followed by other network projects if such a move is found advantageous.

The program will be produced by the Sam Bischoff-David Diamond Co. for NBC. English participation in the venture is represented by International Television Productions. Diamond arrived in London earlier this week to prepare for filming.

NBC To Add Five Hours of Color TV

Five hours of color television programming a week will be added to the schedule of the National Broadcasting Co. with the launching next Monday of Club 60 from Chicago. The program, which will be seen Mondays through Fridays, originally was announced only for the seven television stations owned by NBC. However, it has been decided to make "Club 60" available on a co-op basis to all NBC affiliates which are interconnected during the mid-day hours.

These affiliates will have the opportunity to carry the program sustaining or may make it available for local or national spot sales. "Club 60" will re-establish Chicago as an originating point for major network television programming. The star will be Oon Sherwood.

Technical Conference Slated in Cincinnati

Special to THE DAILY

CINCINNATI, Feb. 14.—The Cincinnati section of the Institute of Radio Engineers in cooperation with the professional groups on broadcast and television receivers, and transmission systems, will present the 11th annual technical conference on television here on April 26 and 27.

Exhibits, technical sessions and discussions on electronics will highlight the agenda of the two-day meeting. Dr. George H. Brown, chief engineer, commercial electronics products, Radio Corp. of America, will deliver a principal address at the organization's banquet on April 27.

New CBS Operations Information Center Set

CBS Television yesterday announced the formation of a new unit to be titled Operations Information Center, to serve as a central clearing house for all production services, materials, and facilities, and to be responsible for the coordination of all production elements.

Paul E. Wilson has been named manager, and Larry Paulus assistant manager. The unit will function as part of the Network Operations Department under the supervision of Hal Meier, manager of network operations.

TV Aids Recruiting West Point Cadets

Television is proving itself a strong recruiting force for the U.S. Military Academy. Mail to West Point from prospective cadets has taken a 300 per cent jump upward since the weekly "West Point" telefilm series went on the air last fall, according to officials of the USMA.

In pre-TV days, the normal monthly quota of letters from high school and college youths, and from members of the Armed Forces, seeking information about the school and its opportunities, ran about 200 letters. The average monthly rate today is 800 (or more) letters.

Three Vice-Presidents Named for ABC Web

Leonard Goldenson, president of American Broadcasting - Paramount Theatres, yesterday announced the election of three new vice-presidents of the American Broadcasting Company. They are: Alfred R. Beckman, director of station relations for the ABC television network; Edward J. DeGray, director of station relations for the ABC radio network, and Robert L. Stone, general manager of WABC-TV, New York.

Theatres In Sweepstakes Now Total Over 2,000

Three more large circuits, representing nearly 175 theatres, and a dozen individual houses were added yesterday to the entries for COMPO's Academy Award Sweepstakes promotion, bringing the total over the 2,000 mark.

Latest entries include the Stewart-Everett and Stellings-Gossett chains of North and South Carolina, of which all but the smaller houses will participate; the Dickinson circuit, with 29 theatres in Kansas and Missouri; and the Georgia Theatre Co., with 44 theatres.

Arbitration

(Continued from page 1)

ing, according to another source, which had also been slated for next week to discuss arbitration was also cancelled. The committee is scheduled to elect a chairman for the coming year, to succeed Richard Altschuler of Republic Pictures, who has held the chair for the past year.

The MPAA board and the sales managers, in their Feb. 26 meetings, besides discussing arbitration, will most likely be brought up to date on other industry programs, such as the business building proposals, and various industry research surveys being conducted. The company heads may also discuss foreign markets.

Previous Move Was January, 1956

This is the first distribution move on arbitration in over a year, since January of 1956, when Theatre Owners of America and Allied States Association entered into a mutual agreement in which TOA withdrew its support of a prepared arbitration draft and announced a policy on arbitration that favored inclusion of film rentals and sales policies. Allied, in turn, announced support of TOA's policy of going to the government for permission to allow divorced circuits to engage in motion picture production with pre-emptive rights.

Distribution, in the ensuing hearings before the Senate Small Business Committee on industry trade practices, charged "a double cross by TOA on arbitration," and since then has held itself aloof on any exhibition proposals concerning arbitration.

Recognition of Exhibition Seen

The scheduling of this company presidents meeting and sales managers meeting on Feb. 26 on arbitration points up that distribution has taken definite cognizance of exhibition's new policies and desires.

The company presidents late last month were asked by TOA and Allied to express their willingness to sit down with representatives of exhibition in regard to arbitration and to working mutually for a betterment of industry conditions.

In reply to the TOA and Allied requests, six of the major distributors have replied favorably on such a meet-

Wisconsin Aids

(Continued from page 1)

one outside the organization has authorized to join them in a national hook-up."

The following were appointed on group's advertising and public relations committee: Eugene Ling, Stan Theatres, chairman; Harold Jano Gran Enterprises; Stan Gross, Warner Theatres; Gerry Franzen, Dow Edward Johnson, Roosevelt; H. Karp, Eskin Theatres, and Al Fox-Wisconsin Amusement Corp.

Paramount News

(Continued from page 1)

to suspend in the last six months, Warner Bros. having discontinued Warner Pathe News operation summer. Three theatrical news remain — 20th Century-Fox's Motionews, Universal News, and M-G News of the Day.

The Paramount reel dates back 1927 when Emanuel Cohen, who 13 years had edited the Pathe News, joined Paramount Famous Lasky Co. with the assignment of establishing newsreel. Over a period of several months he assembled and coordinated a large staff which included former associates at Pathe, such as A. J. Ford. Upon issuing its first edition Paramount News said it had covered 650 stories.

Para. Field Forces To Honor Owen, Deneau

Field forces of the Paramount Film Distributing Corp. will honor executives Hugh Owen and Sid Deneau in March for their successful captaincies of the company's recent concluded six-month "Salute to George Weltner." Weltner is president Paramount Film Distributing.

Owen, vice-president of the distribution organization, will be paid tribute in the naming of the month March "Hugh Owen Month" by the division and branch managers and other sales personnel in the Eastern half of the United States, which Owen manages. Deneau, the company Western sales manager, will receive similar tribute from the division branch managers and other sales personnel in the Western half of U. S. For them it will be "Sid Deneau Month."

Two companies have informed the theatre associations that their representatives are out of town and that they will reply as soon as possible while two companies have not replied at all, it was reported.

Favorably replying were RKO Radio Pictures, Republic Pictures, Allied Artists, 20th Century-Fox, United Artists and Columbia Pictures. Universal Pictures and Loew's reported that executives are away, but replies are expected shortly as their presidents have now returned to the home office, it was said.

Biggest Line-Up In Decade' for 20th-Fox

Presenting scenes from several of the 26 pictures to be released by 20th Century-Fox during the first half of 1957 — a list the company calls the "greatest number of releases for a six month period of any company since 1940."



RAY F. ZANUCK was the producer of "Island in the Sun" which features an all-star cast, including Joan Collins and Harry Belafonte (above).

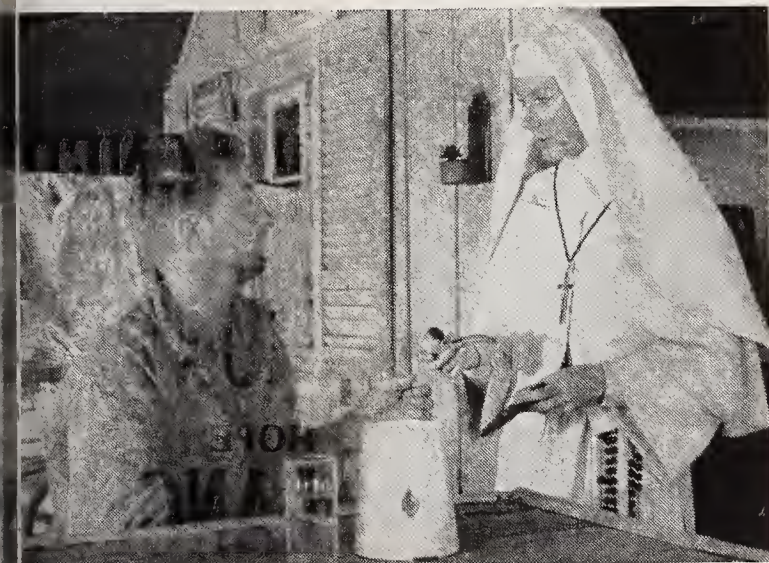
DEBRA KERR and Robert Mitchum (below) are the principals in "Heaven Knows, Mr. Allison."



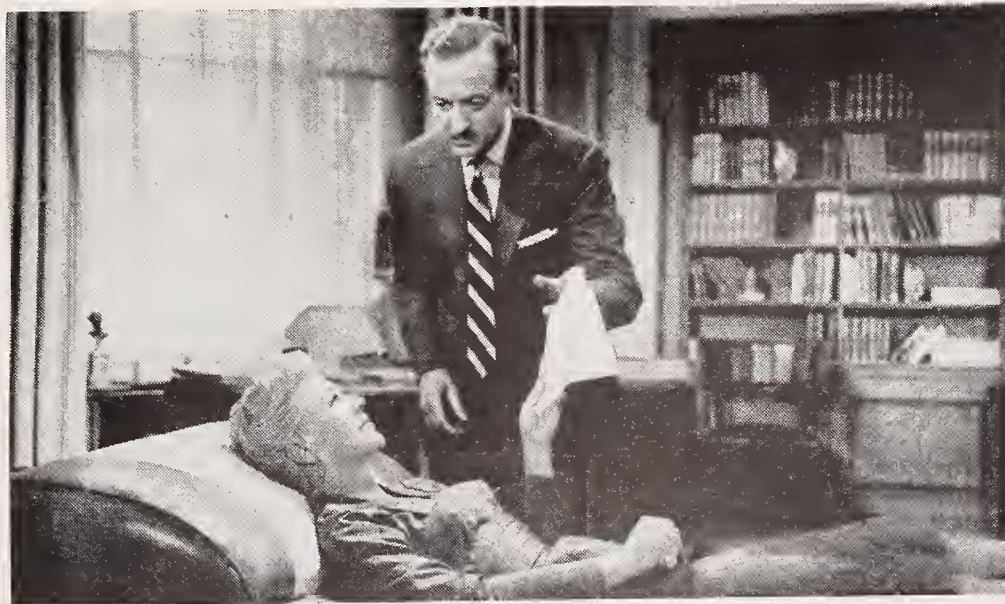
SOPHIA LOREN (above) is one of the stars of "Boy on a Dolphin," which was filmed in Greece and also stars Alan Ladd.



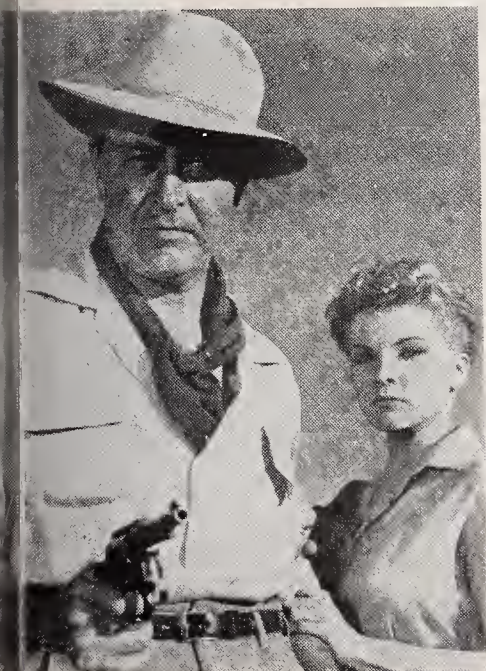
FROM THE John Steinbeck novel comes "The Wayward Bus," with Joan Collins and Rick Jason (above).



RAY MILLAND is the man with the gun in "The River's Edge"; with him at left is Debra Paget.



GINGER ROGERS is the patient of psychoanalyst David Niven (above) in Nunnally Johnson's "Oh, Men, Oh, Women!" which also stars Dan Dailey, Barbara Rush and Tony Randall.

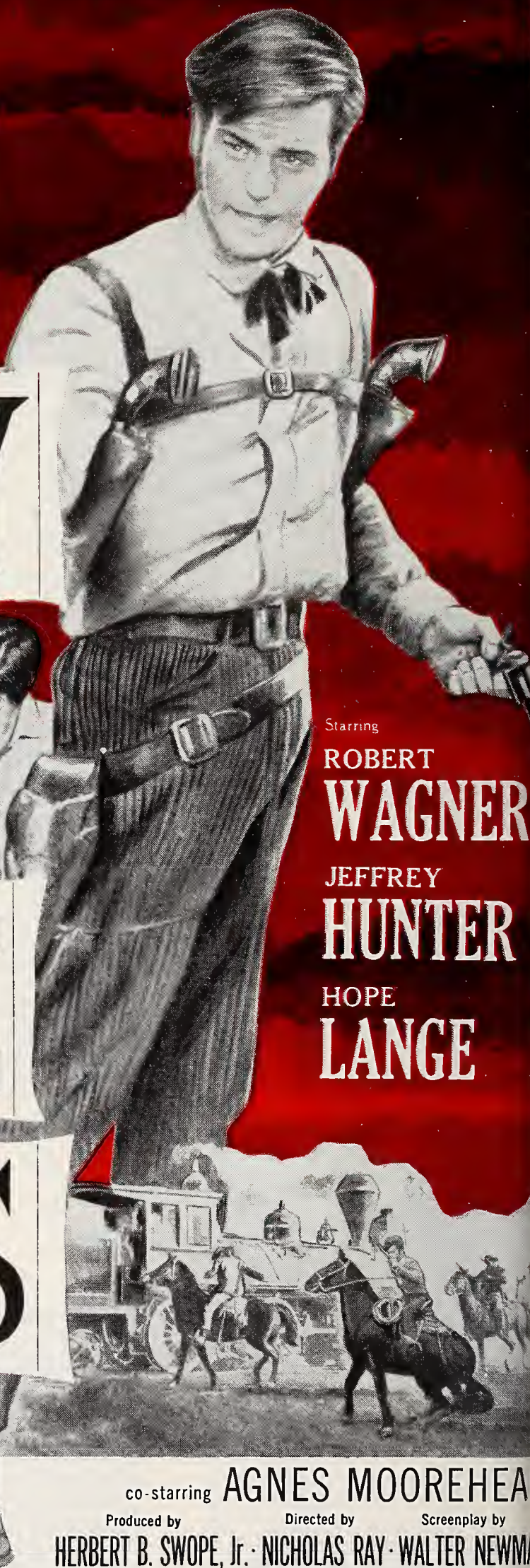


THE JAMES BROTHERS ride again in "The True Story of Jesse James," in which Robert Wagner (left) and Jeffrey Hunter (behind the mask) are starred.

20th
BRINGS
YOU
The
BIG
Story!
The
REAL
Story!
The
SUCCESS
Story!

Stripped
of all
legend,
fiction,
lies!

THE TRUE STORY OF JESSE JAMES



Starring
**ROBERT
WAGNER**
**JEFFREY
HUNTER**
**HOPE
LANGE**



COLOR BY DE LUXE
CINEMASCOPE

co-starring **AGNES MOOREHEAD**
Produced by **HERBERT B. SWOPE, Jr.** Directed by **NICHOLAS RAY** Screenplay by **WALTER NEWMAN**
Based on a Screenplay by **NUNNALLY JOHNSON**

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MOTION PICTURE DAILY

Concise
and
to the
Point



81, NO. 33

NEW YORK, U.S.A., MONDAY, FEBRUARY 18, 1957

TEN CENTS

n Says:

A Earnings *Discuss Pact* Will Go *For Salesmen* New Films

ngstein Announces
00,000 Promotion

ed Artists will continue to in-
earnings in future production,
nt Arthur B. Krim told the
company's 1957
sales convention
here at the
weekend. In
another session
Max E. Young-
stein, vice-pres-
ident, announced
that a record
\$6,000,000 pro-
motion drive
will back the
company's
"blockbuster"
release pro-
moted for the next nine months.
three-day meetings, which
held at the home office and the
(Continued on page 6)

O-Vac Co. Offers es for Sweepstakes

h Ray-O-Vac Co. of Madison,
manufacturers of all types of
lights, batteries and lighting
equipment, is sending a bulletin to its
dealers and jobbers advising them to
cooperate with exhibitors at the local
promoting prizes for the
day Award Sweepstakes. This
promotion came to COMPO at the
weekend, coincident with the receipt
of entries for the sweepstakes from 12
theatres.

Karstoedt, customers relations
(Continued on page 4)

television Today

Page
7

Union-Distributors

Discuss Pact For Salesmen

Industry-wide negotiations for a
new labor contract covering motion
picture salesmen will be launched to-
day by an 11-man distribution com-
mittee of branch operation supervi-
sors and a six-man group of the
Colosseum of Motion Picture Sales-
men.

The meeting, which will take place
at the Park Sheraton Hotel here, will
(Continued on page 4)

IA's Board Approves Colosseum as Member

Special to THE DAILY

PHILADELPHIA, Feb. 17. — The
application of Colosseum of Motion
Picture Salesmen for admission to
membership in the IATSE was
voted favorably at the closing session
of IA executive board meeting at the
Bellevue Stratford Hotel here on
Friday.

Richard Walsh, IA president, added
an optimistic note to the session when
(Continued on page 4)

J. Noble Braden Dead; Set Up Arbitration Plan

J. Noble Braden, 64, executive
vice-president of American Arbitra-
tion Association, died on Friday at
South Nassau Hospital, Oceanside,
L. I.

Braden, who joined A.A.A. in 1926
(Continued on page 6)

S. F. Women Like to 'Go Out' to Theatres But Hit Double Bills

Special to THE DAILY

BEVERLY HILLS, Calif., Feb. 17—A dislike of double features, protests
against too high prices and expression of a desire to go to a motion picture
theatre at night, regardless of television, were revealed in a sectional opinion
poll taken by the Bay Area Councils
of Women, affiliated with the Federa-
tion of Motion Picture Councils.

The poll was taken at the suggestion
of the Motion Picture Industry Coun-
cil by the women in the San Francisco
Bay area, who contacted several thou-
sand families in a cross section survey.
The extent of the poll, taken in an

May Be 78 RKO Films In State's Rights Deal

The block of both old and unre-
leased RKO Radio pictures which
will be marketed through state's
rights distributors under deals ar-
ranged by Budd Rogers may com-
prise a total of 78 films, it is learned.

Although 21 regional distributors
covering every major exchange terri-
tory have been lined up to handle
the films, some deals remain to be
closed so the exact number and titles
of the pictures have not been an-
nounced yet. The films are apart from
the 44 RKO Radio productions being
sold and distributed by Universal.

Houser Named Selznick Publicity Director

From THE DAILY Bureau

HOLLYWOOD, Feb. 17. — Mervin
Houser has been appointed director of
publicity for the Selznick Company,
Inc., it was announced here at the
weekend by David O. Selznick.

Houser, who for the past six years
has been with RKO Radio Pictures,
(Continued on page 6)

Ettinger and CCI Companies Are Merged

The merger of The Ettinger Co.
with Communications Counselors, Inc.,
effective March 1, was announced
jointly at the weekend by W. Howard
Chase, CCI president, in New York,
and Margaret Ettinger in Hollywood.

CCI, a separately incorporated pub-
(Continued on page 4)

At March Meet

Varied Agenda Will Confront TOA Board

Arbitration, Business Ideas
Allied Cooperation Lead

The board of directors and execu-
tive committee of Theatre Owners of
America, at their mid-winter meeting
at the Hotel Blackstone, Chicago,
March 3-5, will take up an agenda
highlighted by such industry topics as
arbitration, business building, and
closer cooperation with Allied States
Association on trade practices and
other matters.

The directors and officers of the
national exhibition organization and
its regional groups have been re-
quested to notify TOA headquarters
here as to the topics they desire on
the agenda.

Primary in the minds of the exhibi-
tion leaders will be the establishment
of an industry arbitration system and
the hope for scheduling an early
March meeting with distribution rep-
resentatives on formation of such a
(Continued on page 7)

Authorize Negotiator With Denmark Theatres

The board of directors of the Mo-
tion Picture Association of America
has agreed to authorize an overseas
representative to conduct negotiations
with any exhibitors in Denmark wil-
ling to take product on mutually ac-
ceptable terms, it was reported at
the weekend. The MPEA's decision
was reached in meetings here last
Thursday and Friday.

The company executives were also
(Continued on page 6)

Press, Public Welcome 'St. Louis' Plane, Film

The Spirit of St. Louis, replica of
the monoplane in which Charles A.
Lindbergh made his historic Atlantic
flight, will land at Roosevelt Field
on Long Island this morning to initiate
a series of special events leading to
the world premiere of the Warner
(Continued on page 4)

PERSONAL MENTION

ALFRED E. DAFF, executive vice-president of Universal Pictures, has arrived in New York from Hollywood.

PAUL MARTENSON, film attorney, returned to New York on Saturday from London via B.O.A.C.

JACK ELLIS, president of Ellis Films, has left New York on a business trip to key cities of the South.

KARL MALDEN will return to Hollywood from New York today to take over his first directorial assignment.

CYNTHIA JO HAZEN will be married April 19 to **LEON BERNARD POLSKY** of New York. Bride is the daughter of **JOSEPH H. HAZEN**, associate of **HAL WALLIS**.

EDMUND PURDOM left here on Friday for London via B.O.A.C.

JOHN F. (JACK) HARRIS, vice-president of Walter Reade Theatres, is recuperating following treatment here at Doctors Hospital.

MRS. STANLEY GREENFIELD, wife of the advertising-promotion manager of Ziff-Davis Publishing Co., gave birth to a girl here last week.

ANN ROGERS, British actress, arrived in New York from London on Friday via B.O.A.C.

DeMille Speaks at A. C.

ATLANTIC CITY, N. J., Feb. 17 — Producer Cecil B. DeMille, as guest of honor, addressed the annual banquet of the National School Board Association here last night at the Chalfonte Hotel. His subject was "Foundation for the Future." On hand was a group of over 1,000 American educators, representing 45 state school boards in addition to those of Alaska and Hawaii.

Kansas Censor Move

KANSAS CITY, Feb. 17. — A renewed attempt to abolish motion picture censorship in Kansas is underway with the introduction in the State Legislature of a bill to abolish the Board of Review, effective May 1. In recent sessions of the legislature, the censorship board has been the subject of controversy. The elimination of the board also has been sought unsuccessfully in the past through court actions.

Pillot Appointed Rank Exploitation Manager

Leo Pillot, veteran industry promotion specialist, has been named exploitation manager of the newly formed J. Arthur Rank Organization of America, Geoffrey Martin, director of advertising, publicity and exploitation, has announced. Pillot resigned from Paramount Pictures to assume his new duties.

Prior to his affiliation with Paramount, Pillot was special events manager and exploitation manager for 20th Century-Fox, where he also handled national promotional tieups, newspaper syndicates and national magazines. Following his discharge from the U.S. Air Force in 1945, Pillot was special events director for Columbia Pictures, leaving that organization to become personal manager for TV star Sid Caesar.

He also has been associated with Gaumont British, RKO and United Artists.

Fabian to Speak at Kansas City Convention

Si Fabian, president of Stanley Warner Corp., will be the keynote speaker at the annual convention of the Kansas-Missouri Theatre Association scheduled to be held Feb. 26-27 at the Pickwick Hotel, Kansas City, Mo.

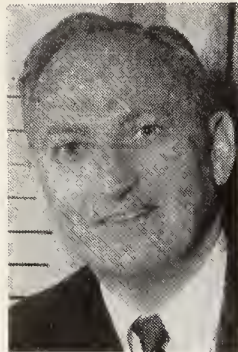
The convention, which will also have a trade show, will include clinics on both drive-in and indoor theatre operation.

Rank Officials Return

Kenneth Hargreaves, president of Rank Film Distributors of America, Irving Sochin, general sales manager, and Geoffrey Martin, director of advertising and publicity, returned to New York over the weekend from a two-week trip through the United States in regard to establishment of branch offices.

Triangle Takes Office

The newly formed Triangle Theatre Service, which will begin buying and booking services for about 100 theatres in northern New Jersey, has taken office space at 234 West 44th Street, New York City. Triangle is composed of Walter Reade Theatres, David Snaper Theatres and the Independent Theatre Service.



Leo Pillot

'Lost Horizon' Proves Bonanza in Cleveland

Special to THE DAILY

CLEVELAND, Feb. 17 — Columbia's "Lost Horizon," booked in a re-release engagement here at two suburban neighborhood theatres, has been doing the kind of business the company describes as "fantastic." On opening day it grossed \$1551 at the Mayland Theatre and the Beach Cliff Theatre took in \$950—both new records and equivalent to many a whole week's business at the theatres, it was said. Grosses the second day were over \$300—five times the average business for the day for a new film.

As a consequence the reprint is being held over at the Beach Cliff for nine days and the Mayland for four. Following these runs the film has been booked into seven first-run neighborhood theatres for day-and-date engagements.

MPAA Committee Told Of Promotion Progress

The advertising and publicity directors committee of the Motion Picture Association of America was brought up-to-date on the activities of the joint industry business building group at a meeting held here on Friday.

The committee, which is chair-manned by Roger H. Lewis, was also informed that a business building report on the combining of the various proposals presented is expected to be ready next week.

The advertising-publicity group was also presented with a request for support of the 1957 New York City Summer Festival. They were asked to boost motion pictures by staging many premieres here during August.

Also discussed at the meeting was the possibility of making a tie-up with educational television stations and to supply the stations with footage on industry promotions.

Catholic Film Group Plans Future Activity

CHICAGO, Feb. 17 — Plans for future activity of the newly-formed Catholic Film Foundation were finalized at the first executive meeting of the board of directors, which was held here last week.

A non-profit organization incorporated under the state laws of California, the purpose of the Foundation includes the production and distribution of films and audio-visual material in accord with the philosophy of Catholic teaching, the purchase and donation of projection equipment and the supplying of trained field personnel to aid priests, brothers and sisters in the use of the material.

NEWS ROUNDUP

Introduce Tax Limit Bill

A bill to except from the tax which New York City may impose under a 1934 law, by local statute, retail sales of tangible personal property "receipts from the sale of the admission tickets of 90 cents value or less" has been introduced by Sen. Joseph F. Periconi and Assemblyman Parnell J. Callahan, Bronx Republicans. The measure would take effect immediately.

Book 'Ten' In Pitt.

Paramount's "The Ten Commandments," which had been originally scheduled to play the Stanley Theatre in Pittsburgh will instead open at the Warner Theatre March 15. Warner has been playing Cinerama product for more than three years with "Seven Wonders of the World" now in its 42nd week. The theatre will close for four days to install VistaVision equipment. Cinerama managing director Bob Suit said his entire staff will continue to operate the Warner, and that the theatre would revert to Cinerama later.

'Spring Reunion' Tie-ups

United Artists has set a series of six national tie-ups on behalf of Buena Vista Production's "Spring Reunion," Roger H. Lewis, UA national director of advertising, publicity and exploitation, has announced. Organizations participating are American Airlines, National Gypsum Corp., American Lumber Corp., Wohl Shoe, Plymouth Rock Coats and Honeybug Shoes.

See 'Omar Khayyam' Tonight

Paramount Pictures tonight will host to a group of Iranian diplomats and consular officials and their wives at a special home office screening of "Omar Khayyam." Heading the group will be the former president of the United Nations, His Excellency M. Nasrollah Entezam.

'Cinderella' to Normandie

A re-release engagement of Walt Disney's "Cinderella" will open at the Normandie Theatre here on Thursday.

Todd Conference Tuesday

Producer Michael Todd will announce his plans for the future at a luncheon and press conference here tomorrow at Toots Shor's Restaurant.

ONE IN A SERIES OF ADS FOR AN UNUSUAL AND VERY DIFFERENT MOTION PICTURE



Every
hour
he gets
smaller
and
smaller
and
smaller!
and
every
moment
the
suspense
mounts
!

THE INCREDIBLE SHRINKING MAN

starring

GRANT WILLIAMS • RANDY STUART
with APRIL KENT • PAUL LANGTON • RAYMOND BAILEY

FROM **U-I** THE EXCITING COMPANY

DIRECTED BY JACK ARNOLD • SCREENPLAY BY RICHARD MATHESON • PRODUCED BY ALBERT ZUGSMITH

S. F. Women Like Theatre

(Continued from page 1)

films. Musicals, drama and comedy were also approved—almost anything “enjoyable and free from sex and great violence.”

Seventeen per cent indicated a preference for religious pictures, with “Friendly Persuasion,” “A Man Called Peter” and “Going My Way,” the most frequently mentioned. About 18 per cent spoke out for educational films such as “Twenty Thousand Leagues Under the Sea,” “Seven Wonders of the World” and “Around the World in 80 Days.”

One of the chief drawbacks to thea-

tre attendance by large families, the poll revealed, is price. Many of the polled suggested a family rate for the early part of the week, when business at the box office is not as strong.

Shorts and Newsreels Popular

There was almost a unanimous opinion expressed for programs of one good feature, coupled with selective shorts and newsreel. It was also felt by the women respondents of the poll that Saturday matinees should be made suitable for children under the age of 12.

Ettinger & CCI

(Continued from page 1)

Public relations affiliate of McCann-Erickson, Inc. was formed in 1955 and has operating offices in New York, Chicago, Detroit, Los Angeles, Oklahoma City, Washington, Brussels and London. Miss Ettinger founded the Ettinger Co., one of the nation's leading publicity-public relations firms, 30 years ago.

Under the merger, Miss Ettinger will become a vice-president and Hollywood manager of CCI, and continue to operate from headquarters at 8720 Sunset Boulevard. The New York staff of The Ettinger Co. will continue to operate from 509 Madison Avenue for the time being until their ultimate consolidation with CCI headquarters, now at 535 Fifth Avenue.

Ray-O-Vac Co.

(Continued from page 1)

manager of Ray-O-Vac, wrote that “the Sweepstakes promotion is an excellent idea and I know that theatres and local businesses who participate will benefit greatly.” The company will make up kits of flashlights and other equipment, valued at \$15 to \$25, which the dealers, in cooperation with exhibitors, will offer as local prizes.

Latest theatre entries in the Sweepstakes promotion were the New Broadway of Philadelphia; RKO Keith of Lowell, Mass.; Strand of Scranton, Pa.; Eastwood of East Detroit, Mich.; Leroy of Pawtucket, R. I.; Wilson and Carolina of Wilson, N. C.; Fair of Somerville, Tenn.; West End and Comet of St. Louis; and State of Gary, Ind.

REVIEW:

Ten Thousand Bedrooms

MGM—CinemaScope

THE JOE PASTERNAK “touch” is very much evident in this beguiling and charmingly acted musical romance in CinemaScope and MetroColor. The background—authentic—is Rome, and never was the Eternal City its streets, sights and sounds, presented more entrancingly. Pasternak, a veteran producer who knows what to do with a song, a dance and a hank of plot, has been ably abetted by director Richard Thorpe. As Dean Martin, now flying solo without his alter ego, Jerry Lewis, comes through with a casual, delightful performance of the relaxed, easygoing, unpretentious type that Bing Crosby first initiated. The resemblance ends there, though. Dean's voice was never in better tone, his way with a romantic scene never more deft and sure.

And considering the bevy of lovelies M-G-M has surrounded him with, how could any man help functioning at his all-time best? Anna Maria Alberghetti is delightful and radiant as the Italian stenographer who takes visiting hotel tycoon Martin for a romantic joy-ride. Also on hand are Eva Bartok as Miss Alberghetti's sister, who also loves Martin; Dewey Martin, as Martin's pilot who loves his boss' girl; Walter Slezak, as the papa of four marriageable young dishes who is determined to get the hitched in the traditional oldest-to-youngest order; and Paul Henreid as an impoverished Polish count who has taken to sculpting, with gin as a sideline pursuit.

Also on hand and in there pitching for a home run are Jules Munshin, Marcel Dalió, Evelyn Varden, Lisa Montell and Lisa Gaye (the two other sisters in Papa Slezak's brood) Dean Jones, Monique Van Voore and John Archer and Steve Dunne as the two hotel manager employees of Martin who marry the misses Montell and Gaye.

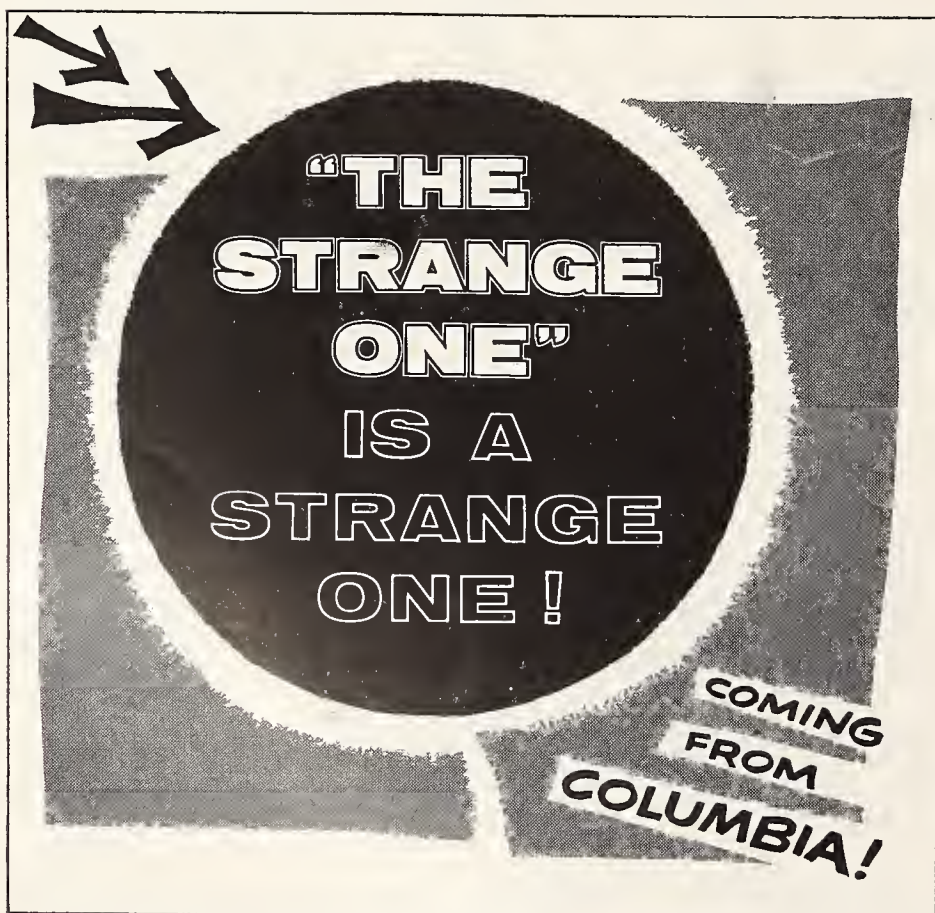
After some lively and emotionally labyrinthine complications, Martin in Rome to buy a hotel, decides he loves Miss Bartok; Miss Alberghetti decides she loves the Martin named Dewey, and all four sisters march to the altar with Papa Slezak looking on approvingly.

Slezak and Henreid carry their performances along sleekly like the veteran troupers they are. The Misses Alberghetti and Bartok give the comedy and romantic scenes a bubbly buoyancy. Especially worthy of note is the sincere performance of Dewey Martin.

The songs of Nicholas Brodsky and Sammy Cahn are tuneful and well-conceived. The screenplay of Laslo Vадnay, Art Cohn, William Ludwig and Leonard Spigelgass is slight as to frame but meaty as to dialogue and situational novelty, and Robert Bronner's beautiful Roman backgrounded photography is worth the admission price alone.

Running time, 114 minutes. General classification. For March release.

LAWRENCE J. QUINN



IA's Board

(Continued from page 1)

he declared, “This is a huge business and the salvation for the motion picture industry rests with superior product. While it is true that the biggest grosses are being turned in by the so-called ‘colossal’ films, the smaller picture companies, turning out quality product will make for a substantial and steady business rise for the entire industry.”

‘Spirit of St. Louis’

(Continued from page 1)

Brothers feature, “The Spirit of St. Louis” at Radio City Music Hall on Thursday.

Ceremonies at Roosevelt Field, to be covered by press and television, will include a proclamation by Gov. Averill Harriman and talks by Sen. Jacob Javits and high officers of the U. S. Air Force.

Newspaper advertisements and

Salesmen Pact

(Continued from page 1)

seek to bring a new contract for salesmen all over the domestic market. The old contract expired yesterday.

Representing the distribution companies will be J. K. Chapman, United Artists; Roy Brewer, Allied Artists; H. Kaufman, Columbia; M. Rosenberg, Loew's Inc.; Arthur Israel and C. Schur, Paramount; Joseph McMahon and Al Schiller, Republic; Clarence Hill, 20th Century-Fox; Tom Murray, Universal; and Larry Leshansky, Warner Bros.

The Colosseum's labor committee is composed of Dave Bartell, Wayne Bateman, president, R. J. McKittrick, M. G. Artigues, Gordon Bugie, and Milt Simon.

broadcast announcements of the event began last Friday and will continue throughout the plane's stay at the field.

TRAILERS are Jokers Wild!



For the best chance to draw a full house, your top card was, is and will continue to be trailers. At the very least, trailers will

produce a healthy flush at the box-office—and the cost is a joke when compared to other advertising media.

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

SINDLINGER

Survey showed 34.2 per cent went to the movies because of TRAILERS!

NATIONAL THEATRES CIRCUIT IN 21 STATES

Survey showed 43 per cent went to the movies because of TRAILERS!

Trailers—Showmen's Socko Salesmen!

Denmark Plan UA Earnings for New Films

(Continued from page 1)

informed on the Indian situation by overseas representative Charles Egan, who will leave here about March 1 for that market to watch the national elections in that country.

The board also discussed a remittance problem in Indonesia. A report on Central and Latin America by MPEA vice-president Robert Corkery was not given to the board.

A group of 10 to 12 Danish exhibitors, who resigned from the national exhibitors association in Denmark last December, are willing to negotiate for U.S. product, which has not been sold there since 1954.

Sets House Policy

PHILADELPHIA, Feb. 17. — Stephen Stiefel, who operates the suburban Bryn Mawr and Narberth Theatres, has announced that his houses will not show any motion pictures which have been condemned by either church or school groups.

(Continued from page 1)

Park Sheraton Hotel, ended Saturday.

Since the present executive team took over the leadership of United Artists in 1951, all profits have been applied to new product. In that period the five-man management group, now co-owners, has received no dividends or other emoluments.

Krim told the district managers and sales officials from every territory in United States and Canada that the policy of reinvestment in production had been a vital factor in the success of the company's long-range development program and that it would be maintained.

Krim reported that UA will invest more than \$40,000,000 in production for this year, representing virtually 100 per cent financing of its releases.

Youngstein told the convention that the \$6,000,000 promotional budget is the biggest the company has ever set for a like period. He disclosed the record campaign as he gave details of

the 48 - feature release schedule for 1957 and the product in preparation for 1958.

Roger H. Lewis, UA's national director of advertising, publicity and exploitation, reported at the convention workshop session that the field exploitation staff will be expanded to more than 50 men, the biggest ever to handle regional promotion of UA releases. The sales convention was led by William J. Heineman, vice - president in charge of distribution, and James R. Velde, general sales manager.

Ilg Services Today

CLEVELAND, Feb. 17. — Funeral services will be held in Lorain, Ohio, tomorrow for August Ilg, an active Lorain exhibitor for 42 years until 1953 when he sold his Ohio Theatre to Nate and Sam Schultz of the Selected Theatre Circuit. He died suddenly Friday morning.

REVIEW:

The Naked Gun

Associated Film Releasing

This Ron Ormond production, on a screenplay by the producer Jack Lewis, offers an intriguing tale: An Indian sorcerer's curse, fortune in gold and jewelry, passed on from generation to generation, a renegade Mexican family, finally affects the principal inhabitants of border town.

These include saloon keeper I MacLane, dishonest judge Billy I sheriff Morris Ankrum, the I niece, a novice singer, Mara C Tom Brown and Veda Ann newly-arrived gambling duo; Chandler, town drifter and con alcoholic; and Jody McCrea, gay youth.

Insurance representative W Parker, transporting the fortune slow stagecoach to the sole heir in San Francisco, stops over in the town. From the moment coach, also carrying Brown, Miss and Miss Corday, draws up in of the Wells Fargo station, a of anticipated tragedy sweeps the townspeople. It's a foregone conclusion that a majority of the mentioned gentlemen will induce efforts, underhanded and otherwise, to wrest the fortune under cover of mess. How the money proves itself doing, as well as the turning for characters concerned is highly interestingly enough, although common and Lewis have settled in overly-familiar ending. Edward directed.

Running time, 69 minutes. G classification. Release, not set.

Houser Named

(Continued from page 1)

will make his headquarters at the nick company building at RKO studio in Culver City. He will be in charge of worldwide public relations for the company with Special public relations representative New York and Europe, under direction.

Houser is expected to make his first trip to New York and Rome with near future in connection with the production, "A Farewell Arms," which will be distributed by 20th Century-Fox.

Houser was director of public relations for RKO Radio studio for the past year and a half and, prior to that, for five years had headquarters in New York as RKO eastern director of public relations, advertising and exploitation.

Braden Dies

(Continued from page 1)

and who established offices for his organization in 31 key cities, known to the film industry for having set up the motion picture arbitration system as required by the Censorship Decree of 1942.

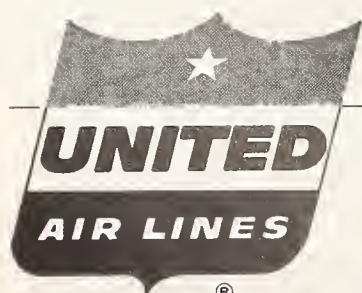
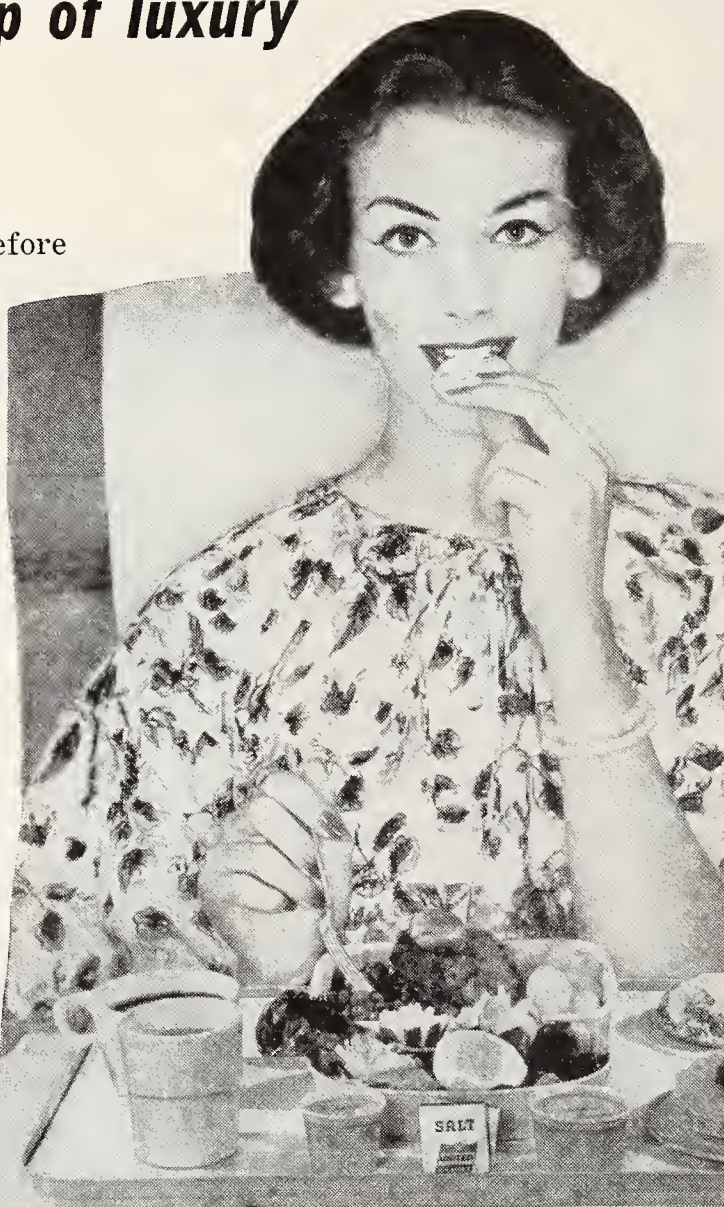
A native of New York City, Braden was a graduate of the N.Y.U. and the Graduate School of Business.

To California in the lap of luxury

This is United's *Red Carpet* Service*:

softly spacious seats, soothing music before takeoff. Cocktails and superb meals with the compliments of United's own master chef. Club lounge, games, delicious snacks. Service that's thoughtful and swift. And you're there before you know it, in the magnificent DC-7, world's fastest airliner. (A final friendly Red Carpet plus: *extra fast* luggage delivery.)

Next time, pamper yourself with Red Carpet Service. It costs not a cent extra. For reservations, call United or an authorized travel agent.



Red Carpet Nonstop Service daily from New York to Los Angeles at 12 noon and 12:30 a.m. To San Francisco, 9 a.m. and 1 p.m.

*"Red Carpet" is a service mark used and owned by United Air Lines, Inc.

TOA's Board

(Continued from page 1)

The company presidents and the stic sales managers will meet on 26 at the Motion Picture Association of America to discuss exhibitor requests for such a conference. The joint industry's plans for doing business at the box office is to begin with the Academy Awards Sweepstakes, will also come the spotlight at the meeting. It likely will be followed by a committee report on progress made in the search for an executive director of the organization. Plans for staging the TOA 1957 convention in Miami Beach in conjunction with TESMA and the National Association of Concessionaires will be discussed also along with a report on the association's work in promoting the membership on the ability of foreign film product.

Will Introduce Roscoe

The TOA plans for bolstering the organization and securing more membership among theatres will be taken up and it is expected that the newly named TOA field representative, E. Roscoe, will be briefed and introduced to the group then. Other topics on the agenda of the meeting will most likely include industry research plans, Council of Motion Picture Organizations, theatre union and subscription television, federal, state and local legislation, public relations, drive-in theatres, concessions, building, real estate safety, equipment, and insurance.

Loew's Registers at SEC 159,030 Stock Shares

From THE DAILY Bureau

WASHINGTON, Feb. 17—Loew's, Inc. has filed a registration statement with the Securities and Exchange Commission covering 159,030 shares of no-par common stock. The firm said the registration was to cover the possible sale by officers and directors, on the New York stock exchange or elsewhere, of stock already acquired or to be acquired under the company's stock option plan. As of February 5, it declared, the company had 95,700 shares issued to officers under the plan, with 63,300 shares set aside under the plan but not yet issued.

File 250 AB-PT Suits

WASHINGTON, Feb. 17. — The Securities and Exchange Commission has announced here that American Broadcasting - Paramount Theatres has filed 250 anti-trust suits since 1949 and that 135 suits are currently pending against the company.

IN OUR VIEW

TO mark what it considered the importance and significance of the occasion, American Broadcasting - Paramount Theatres, Inc., utilized the Grand Ballroom of the Waldorf-Astoria Hotel — and filled it — the other morning for a breakfast-seminar celebrating the fourth anniversary of the merger. It was quite obviously a justified expenditure of time, money and executive manpower, since the ABC portion of the merged corporation had an interesting and exciting story to tell.

The company, in the corporate person of Leonard H. Goldenson, able, skillful and dynamic president of the parent firm, gave every indication that the television-radio industry was hearing about the beginning only of the ascendancy of the company. Seconding Mr. Goldenson in the presentation were Oliver Treyz, new vice-president in charge of the ABC Television Network; James T. Aubrey, Jr., vice-president in charge of TV programming and talent, and Don Durgin, vice-president in charge of the ABC Radio Network.

With an ambitious, vigorous prosecution of elaborate plans, the ABC Television Network has made giant strides in the past year or so, and a look at the planned schedule of programming, live and on film, indicates without question that the network has no intention of remaining in one spot any longer than economics make necessary. The aggressive showmanlike policy which has characterized the administration of the television—and radio—networks of ABC has paid off, quite literally, in dollars and cents progress. It is quite the same in any line of endeavor, and perhaps more true in the entertainment field than in many others, that the utilization of that sparkling enterprise, that promotional fire which excites attention and patronage, known as showmanship, is a dynamic quality second to none.

To Mr. Goldenson and his associates, aides and assistants goes praise for a notable achievement, the rehabilitation, the building and the happily exciting future of the ABC television and radio units. The fact that the ABC TV network has become a force to be reckoned with has another aspect of consequence. It has increased the intensity of the competitive picture in television, and in our economic and social structure that is all to the good. Where there is more and keener competition, the field as a whole gains in stature, in service and in public value.

—Charles S. Aaronson

Plan Pay-TV Ballot

The National Audience Board will ballot on toll-television for its next voting project, Peter Goelet, president, has announced.

Television Today

NBC Day Sales Total \$3 Million in 2 Weeks

Daytime television purchases on NBC-TV amounting to almost \$3,000,000 in gross billings were recorded during the past two weeks, according to William R. (Billy) Goodheart, Jr., vice-president, NBC Television Network Sales. This latest upsurge in daytime sales resulted from orders placed by four sponsors for new and additional advertising schedules on "Queen for a Day." The advertisers and their schedules include: The Minnesota Mining and Manufacturing Co., Standard Brands, Corn Products Refining Co., the Mentholatum Co. and Batten, Barton, Durstine and Osborne, Inc.

CBS Opening Sales Clinic Here Today

CBS Television Sales, Inc., will have its annual sales clinic in New York today through Wednesday, Thomas W. Moore, general sales manager, has announced. Account executives from all nine CBS Film Sales offices, as well as the Canadian distributor, will attend the sessions, to be held at the St. Regis Hotel.

"Our primary objective in this meeting," Moore said, "will be to establish a new system of pricing for our programs in all markets, one which will be realistic from our standpoint as well as our customers', and one which we intend to adhere to regardless of individual market situations. Our second main point is to announce a new station programming plan which will embrace maximum discounts for stations which buy our properties for strip programming or which buy groups of our programs for regular weekly showing."

Anti-Trust Suit Filed Against Jerrold Corp.

From THE DAILY Bureau

WASHINGTON, Feb. 17 — The Justice Department charged the Jerrold Electronics Corp. of Philadelphia with anti-trust law violations in the sale of community television antenna equipment.

A civil anti-trust suit filed in Philadelphia accused Jerrold, five subsidiaries and Milton Jerrold Shapp, president of the firm. The department particularly objected to "tie-in" sales practices allegedly used by Jerrold.

'Sugarfoot' To Roll

Jack L. Warner, president of Warner Bros. Pictures, announced on Friday an expanded schedule of television activity with production starting this week on the initial film of "Sugarfoot," its second hour-long western series which will star Will Hutchins, WB contract player.

Who's Where

Herb Braverman has been appointed producer of the West Coast originations of NBC-TV's "Tonight!" show Mondays through Fridays. He replaces Furth Ullman, who resigned. Braverman joined NBC in 1952. Last year he produced the New York segments of the network's "Emmy" and "Oscar" award presentations and was last assigned as unit manager for the "Eddie Fisher Show."

A new department, to which producer William Sackheim has been promoted as executive head, has been established at Screen Gems, Inc. The new position carries the title director of program development, and will concentrate on the creation, guidance and development of new programs. Milton Pickman, vice-president of Briskin Productions, Inc., in charge of programming, will continue to function as packager of independent deals. Sackheim will work directly with Irving Briskin.

Edgar C. Shelton, Jr., former government official, has joined the American Broadcasting Co. as assistant to Robert H. Hinckley, vice-president and director of American Broadcasting-Paramount Theatres, in charge of the Washington office.

Rick Landen, formerly with the television film department of Mercury Artists Corp., has been named general manager of Gerald Productions, Inc., which produces industrial films, television commercials and programs.

Robert K. Clifford has been appointed production control manager and Henry Jaskot has been named general foreman of the receiver division of Allen B. Du Mont Laboratories, Inc., it was announced by manager F. P. Rice.

Ralph Lopatin, director of the motion picture unit at WRCV-TV, Philadelphia, has resigned his post to form his own industrial and business television firm, Ralph Lopatin Productions.

MGM Signs Ruppert

Charles C. Barry, vice-president in charge of television for Loew's, Inc., has announced Jacob Ruppert as the first account for M-G-M's newly-activated film commercial division. Warwick and Legler, Ruppert's advertising agency, has assigned M-G-M-TV to produce a series of ten one-minute commercials for Knickerbocker Beer.

TRANSCRIPTIONS
FILM COMMERCIALS
with
FINE SOUND
are recorded at
FINE SOUND Inc. PL 3-5400
711-5th Ave., NYC

405 BOOKINGS BLANKET THE MID-WEST!

WATCH THE
KANSAS CITY
AND ST. LOUIS
EXCHANGE
AREAS..
STARTING
FEB. 20..
FOR SMASH
BUSINESS ON
THIS PULL
NO-PUNCHES
STORY OF
THE MOST
TALKED
ABOUT
PROBLEM
IN THE
COUNTRY
TODAY!

TEENAGERS IN TURMOIL!

See for
yourself—
the ravaged
lives in the
adolescent
jungles of
America
today!

The kids who live today
as if there's no tomorrow...

"The Delinquents"

with TOMMY LAUGHLIN
PETER MILLER • DICK BAKALYAN

Written and Directed by ROBERT ALTMAN
An Imperial Productions, Inc. Presentation

THRU
UA

MOTION PICTURE DAILY

Concise
and
to the
Point



All
the News
That
News



31, NO. 34

NEW YORK, U.S.A., TUESDAY, FEBRUARY 19, 1957

TEN CENTS

Letter

TOA Asks Justice Probe KO-'U' Deal

To Know Effect on TV Competition

From THE DAILY Bureau
HOLLYWOOD, Feb. 18 — The California Theatre Owners Association has proposed that the Department of Justice "make a full inquiry" into RKO Radio Pictures' agreement with Universal Pictures for distribution of RKO pictures to determine "the effect upon competitive conditions in the motion picture and television industries."

Arthur
letter addressed to Victor R. assistant attorney general of Trust Division of the Justice Department, Harry C. Arthur, SCT-
Continued on page 4)

Artists Opens Jacksonville Exchange

From THE DAILY Bureau
HOLLYWOOD, Feb. 18.—Allied Artists has established its 31st domestic branch in Jacksonville, Fla., Robert M. Bowers has been appointed branch manager. This was announced by Morey R. Goldstein, vice president and general sales manager, at the first day's session of the sales managers meeting here. Goldstein said that Allied Artists' business in the Florida territory.
Continued on page 5)

Television Today

Page
5

Thrillarama Has Milwaukee Bow With Continuous Showings Policy

Special to THE DAILY

MILWAUKEE, Wisc., Feb. 18 — Thrillarama, the wide-screen process utilizing two cameras and two projectors, made its debut at the Fox Strand Theatre here Friday to what was described as "a very good house." Performances are continuous, with no reserved seats, and prices are 90 cents and \$1.25 for adults and 50 cents for children.

RKO Shorts Included In States Rights Deal

Approximately 50 RKO Radio short subjects, in addition to 78 old and new RKO Radio features, are included in the product being turned over to state's rights distributors under the supervision of Budd Rogers. The Walt Disney shorts are not included, as distribution of these is being turned over by Disney to his own organization, Buena Vista. All of the RKO films are apart from the 44 which are being handled by Universal.

Unreleased RKO films in the state's rights deal include "Cartouche," "Finger of Guilt" and others. Older films include some of the Tarzans.

Senate Group in Move For Test of Toll-TV

From THE DAILY Bureau

WASHINGTON, Feb. 18.—The staff of the Senate Commerce Committee is recommending that the committee urge the Federal Communications Commission to order a major test of subscription television. The staff has drawn up a report that it proposes to have the committee approve to
(Continued on page 5)

Fight Over Extending Minimum Wage Gets Underway Next Week

By J. A. OTTEN

WASHINGTON, Feb. 18.—One of the hottest legislative battles of the current Congress and one of vital interest to the industry will get under way here next week.

It will be the fight over extension of federal minimum wage coverage to large theatres and other retail and service establishments. Powerful forces are pushing for extended coverage in these fields this year.

The AFL-CIO is pushing a bill that would, among other things, extend coverage to theatres and theatre cir-

There were mixed reactions from the public to "Thrillarama Adventure," the first film in the process. Many said they were disturbed by the demarcation line in the middle and a
(Continued on page 5)

Goldenson Receives Humanitarian Award

Urging immediate mobilization of the nation's scientific resources for medical research, Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres, Inc., last night called for adoption of a comprehensive program involving the substantial strengthening of the nation's voluntary health organizations and a gigantic plan for training and recruiting scientific personnel.

Goldenson was presented the Humanitarian Award of the March of Dimes for his "long-time devotion to
(Continued on page 5)



L. H. Goldenson

29th Year

Nominations For Oscars Announced

Public Interest Increased By Sweepstakes Campaign

By WILLIAM R. WEAVER

HOLLYWOOD, Feb. 18.—Academy of Motion Picture Arts and Sciences tonight announced nominations for its 29th annual Awards Presentations, to be bestowed March 27 at the Pantages Theatre here in exercises simulcast over NBC television and radio networks.

Although Academy Awards presentations have been Hollywood's greatest newspaper story, world round, for more than a quarter century, this year's looking, listening and reading audience is expected to surpass all others by reason of increased
(Continued on page 2)

Wash. Exhibitors Raise \$5,000 for Sweepstakes

Members of the Motion Picture Theatre Owners of Metropolitan District of Columbia have unanimously endorsed the Academy Award Sweepstakes and subscribed \$5,000 to promote the contest in the national capital, A. Julian Brylawski, president, has so informed Robert W. Coyne, special counsel for COMPO.

The main prize to be offered by the
(Continued on page 2)

Sweepstakes Now Underway; Ballots To Be Ready Soon

With nominations for the Academy Awards revealed last night (see separate story) COMPO officially begins the Academy Awards Sweepstakes today. The ballots listing nominations in the 12 categories to be voted upon are now in preparation and will be distributed to theatres as soon as possible, COMPO announced yesterday.

Theatres pledging participation in the Sweepstakes were well over the 2000 mark as of yesterday. The contest will run through March 26.

PERSONAL MENTION

CAPT. HAROLD AUTEN, American representative for Greater Union Theatres, Australia, arrived in New York from London yesterday via B.O.A.C., completing an around-the-world business trip begun Jan. 4.

ROGER H. LEWIS, United Artists national director of advertising-publicity, was in Chicago yesterday from New York.

B. G. KRANZE, vice-president of Stanley Warner Cinerama Corp., has returned to New York from Havana.

MRS. MARTIN DAVIS, wife of Allied Artists' Eastern advertising-publicity director, became the mother of another son, the couple's second, over the past weekend.

NORTON V. RITCHEY, president of Allied Artists International, will leave New York today for Nassau, B.W.I., via B.O.A.C.

DAN S. TERRELL, publicity manager for M-G-M, will return to New York today from the Coast.

W. STEWART McDONALD, vice-president and treasurer of Stanley Warner Corp., became a grandfather when his daughter-in-law, **MRS. JAMES S. McDONALD**, gave birth to a girl at Ideal Hospital, Endicott, N. Y.

MRS. BILL CAHN, wife of the United Artists foreign accounting executive, has given birth to a boy at Queens Memorial Hospital, Jamaica, L. I.

Foreign 'Oscar' Set-Up Is Scored by Goldwurm

The procedure of the Academy of Motion Picture Arts and Sciences in selecting European films for Hollywood "Oscar" nominations was opposed by Jean Goldwurm, president of Times Film Corp., American distributor of foreign films, in a statement issued here yesterday. He also took to task those producer associations which "support a Hollywood practice that is contrary to their own best interests."

Goldwurm said the Academy was "unfair" in limiting each foreign country to only two entries for consideration, as well as for accepting entries which had not yet played in the United States.

Academy Nominations Told

(Continued from page 1)

interest stimulated by the COMPO Academy Award Sweepstakes campaigns poised to get into motion tomorrow.

Nominations announced tonight were voted by cross-Hollywood eligibles, numbering 16,721, who voted by sealed ballots furnished by the Academy but returnable directly by mail to the Price Waterhouse auditing company.

On March 6 the Academy will mail to its 1,770 members, the only persons eligible to vote in the finals, ballots bearing the names of the nominated candidates, returnable to Price Waterhouse before March 22.

Nominations in the 12 categories chosen by COMPO for its Sweepstakes ballots follow:

Best Motion Picture: "Around the World in 80 Days," Michael Todd Co., United Artists, Michael Todd, producer; "Friendly Persuasion," Allied Artists, William Wyler, producer; "Giant," Giant Productions, Warner Brothers, George Stevens and Henry Ginsberg, producers; "The King and I," 20th Century-Fox, Charles Brackett, producer; "The Ten Commandments," Motion Picture Associates, Paramount, Cecil B. DeMille, producer.

Best Actress: Carroll Baker, "Baby Doll," Newtown Productions, Warner Brothers; Ingrid Bergman, "Anastasia," 20th Century-Fox; Katharine Hepburn, "The Rainmaker," Hal Wallis Productions, Paramount; Nancy Kelly, "The Bad Seed," Warner Brothers; Deborah Kerr, "The King and I," 20th Century-Fox.

Best Actor: Yul Brynner, "The King and I," 20th Century-Fox; James Dean, "Giant," Giant Productions, Warner Brothers; Kirk Douglas, "Lust for Life," M-G-M; Rock Hudson, "Giant," Warner Brothers; Sir Laurence Olivier, "Richard III," Laurence Olivier Productions, Lopert Films Distributing Corp.

Best Supporting Actress: Mildred Dunnock, "Baby Doll," Newtown Productions, Warner Brothers; Eileen Heckert, "The Bad Seed," Warner Brothers; Mercedes McCambridge, "Giant," Giant Productions, Warner Brothers; Dorothy Malone, "Written on the Wind," Universal-International; Patty McCormack, "The Bad Seed," Warner Brothers.

Best Supporting Actor: Jan Murray, "Bus Stop," 20th Century-Fox; Anthony Perkins, "Friendly Persuasion," Allied Artists; Anthony Quinn, "Lust for Life," M-G-M; Mickey Rooney, "The Bold and the Brave," Filmakers Releasing Corp., RKO; Bob Stack, "Written on the Wind," Universal International.

Best Director: Michael Anderson, "Around the World in 80 Days,"

Michael Todd Co., United Artists; William Wyler, "Friendly Persuasion," Allied Artists; George Stevens, "Giant," Giant Productions, Warner Brothers; Walter Lang, "The King and I," 20th Century-Fox; King Vidor, "War and Peace," Ponti De Laurentiis Productions, Paramount.

Best Song: "Julie," from "Julie," Arwin Productions, M-G-M, music by Leith Stevens, lyrics by Tom Adair; "Thee I Love," from "Friendly Persuasion," Allied Artists, music by Dimitri Tiomkin, lyrics by Paul Francis Webster; "True Love," from "High Society," Sol C. Siegel Productions, M-G-M, words and music by Cole Porter; "Whatever Will Be Will Be," from "The Man Who Knew Too Much," Filwite Productions, words and music by Jay Livingston and Ray Evans; "Written on the Wind," from "Written on the Wind," music by Victor Young, lyrics by Sammy Cohn.

Best Motion Picture Story: Robert Rich, "The Brave One," King Brothers Productions, RKO; Leo Katcher, "The Eddy Duchin Story," Columbia; Edward Bernds and Elwood Ullmann, "High Society," M-G-M; Jean Paul Sartre, "The Proud and the Beautiful," Kingsley International; Cesare Zavattini, "Umberto D," Rizzoli-De Sica-Amato Productions, Harrison & Davidson.

Costume Designing (Color): Miles White, "Around the World in 80 Days"; Moss Mabray and Marjorie Best, "Giant"; Irene Sharaff, "The King and I"; Edith Head, Ralph Jester, John Jenson, Dorothy Jeakins and Arnold Freyberg, "The Ten Commandments"; Marie de Matteis, "War and Peace."

Best Scoring of a Musical: Lionel Newman, "The Best Things in Life Are Free," 20th Century-Fox; Morris Stoloff and George Dunning, "The Eddy Duchin Story," Columbia; Johnny Green and Saul Kaplan, "High Society," M-G-M; Alfred Newman and Ken Darby, "The King and I," 20th Century-Fox; George Stoll and Johnny Green, "Meet Me in Las Vegas," M-G-M.

Best Musical Score of Comedy or Drama: Alfred Newman, "Anastasia," 20th Century-Fox; Victor Young, "Around the World in 80 Days," United Artists; Hugo Friedhofer, "Between Heaven and Hell," 20th Century-Fox; Dimitri Tiomkin, "Giant," Warner Brothers; Alex North, "The Rainmaker," Hal Wallis, Paramount.

Cinematography (Color): Lionel Lindon, "Around the World in 80 Days"; Harry Stradling, "The Eddy Duchin Story"; Leon Shamroy, "The King and I"; Loyal Griggs, "The Ten Commandments"; Jack Cardiff, "War and Peace."

'Giant,' Named 10 Times Tops 'Oscar' Nominations

"Giant" took first place in the number of nominations as announced by the Academy on the Coast night. The Warner Brothers film named 10 times.

Following "Giant," together with number of nominations were: "King and I" (9), "Around the World in 80 Days" (8), "The Ten Commandments" (7) and "Friendly Persuasion" (6).

Sweepstakes

(Continued from page 1)

Washington exhibitors is an expense tour for two to Hollywood with tours of the studios and luncheons with the stars. Shorter all-expense tours will be awarded to other winners.

Three large Texas circuits, representing an aggregate of nearly 100 theatres, also will participate in the contest, Coyne was informed by Whitchee, branch manager of Columbia Pictures at Dallas, who organized a meeting of Texas exhibitors in the city. John Rowley of Rowley United Artists with nearly 150 theatres scattered throughout the Southwest, stated that his circuit would participate in all the large sweepstakes. The Interstate Circuit, with nearly 100 theatres, also will take part under the leadership of Robert O'Donnell. Louis Novy of Texas Theatre will conduct the circuit in 13 of his houses. Other circuits and independent theatres are being contacted.

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NEWS ROUNDUP

A. Censor Law Out

Los Angeles' film censorship ordinance has been declared unconstitutional by Judges Edward T. Bishop, G. Swain and Kurtz Kauffman of the Appellate Department of Superior Court. The jurists held that the law and the charge are "so sweeping that they embrace acts that may be prohibited by the qualifying language in such a manner as to affect the morals."

Come 'St. Louis' Plane

A replica of the Spirit of St. Louis, a biplane of Charles Lindbergh, was welcomed back to Roosevelt Island, yesterday by hundreds of New Yorkers including Mayor Jacob K. Javits. The event featured a series of special activities leading up to the world premiere of the film "The Spirit of St. Louis" which will be held at Radio City Music Hall today.

cept SDA Affiliation

Members of the New York Film Producers Organizing Committee have unanimously accepted the terms of affiliation offered by the Screen Actors' Guild of America. The next step will be taken by SDGA, when their members will ballot on approval of the affiliation. This vote is scheduled to take place shortly in Hollywood. When the affiliation is effected, NYFDOC will cease to exist and its members will join the New York Branch of SDGA. A local chapter of the guild will be opened and negotiations will be started with the New York Film Producers Association for a basic agreement and covering staff and free-lance workers.

a Shows for '80 Days'

Three additional showings of Mel Todd's "Around the World in 80 Days" have been scheduled for Washington's Birthday week-end at the Rivoli Theatre here. On Saturday there will be an extra showing at 2:30; on Friday added one at 10:30 A.M. and one at 10 P.M.

Expands in Charlotte

New headquarters for the Charlotte, N. C. exchange of United Artists is being constructed. Approximately 8,000 square feet will be provided in the Old Carolina Delivery building and \$60,000 will be expended on remodeling. The building will be ready for occupancy in May, according to present plans.

Friday Heads Meco Realty

Thomas F. Friday has been elected president of the Meco Realty Co., the organization into which all M. E. Comerford companies have been merged. Friday, Frank C. Walker, and John E. Coyne were all elected directors of the company, with Walker, formerly president, named board chairman.

Other officers elected include Thomas J. Walker, vice-president; Robert P. McDonough, treasurer; Thomas P. Cronin, secretary; and Dorothy Rafferty, assistant secretary. In addition Coyne, who was elected a director to replace J. J. O'Leary, who recently retired, was named executive vice-president and general manager.

Walker, a former postmaster general under the late President Franklin D. Roosevelt, has been associated with the Comerford Interests as general counsel and in an executive capacity since 1924. After the death of his uncle, the late M. E. Comerford, in 1939 he became president.

Joined Comerford in 1936

Friday, has been associated with the Comerford Interests since 1936 as general counsel and in an executive capacity. Coyne has been associated with the organization in an administrative and advisory capacity since 1952. Before joining Comerford he was an accountant and consultant on taxes, estates and corporate finance.

Thomas J. Walker, son of Frank, has been associated with the company since 1946 and in an executive capacity since 1953.

McDonough has been associated with the Comerford chain for more than 25 years. During his tenure with the company he has had experience in practically every department. Cronin has been associated with the companies since 1937, and in 1953 became the controller. Prior to his appointment by the Comerford corporation he was the chief auditor in the production, distribution and exhibition departments of Paramount Pictures, Inc.

N. H. Operators Elect

NEW HAVEN, Feb. 18.—Anthony Basilicato has been elected president of Local 273, Motion Picture Operators Union, AF of L. Others named: A. Nelson Frazier, vice-president; Edwin Boppert, treasurer; Benjamin Estrada, secretary; Ernest DeGross, business representative; and Louis Lavorgna and Isadore Stein, executive committee.

To Honor Brewer

OMAHA, Feb. 18.—Roy Brewer, supervisor of Allied Artists exchange operations, will be presented the annual award of the National Conference of Christians and Jews at Brotherhood Week observance ceremonies at the Sheraton Fontenelle Hotel here tomorrow.

Major Executives To Be On Dais with DeMille

Major executives of the film industry will be seated on the dais with Cecil B. DeMille when he receives a special award of the National Administrative Committee of B'nai B'rith for having produced "The Ten Commandments" at a Cinema Lodge luncheon at the Sheraton-Astor Hotel here next Monday.

Seated at the dais with DeMille will be Philip Klutznick international president of B'nai B'rith, Barney Balaban, Robert Benjamin, Harry Brandt, George Dembow, Martin Levine, Samuel Rinzler, Robert K. Shapiro, Spyros P. Skouras, A. Schneider, A. W. Schwalberg, Sol Schwartz, Solomon M. Strausberg and Max Youngstein.

B & K Will Not Renew Leases on 2 Theatres

CHICAGO, Feb. 18. — Balaban & Katz have announced that they will not renew their lease on the Harding Theatre when it expires Feb. 28. They plan to follow the same action when their lease on the Howard expires around the first of June.

George Phillips, who owns the buildings housing the two theatres, will continue to operate them. Phillips now owns and operates the Pickwick in suburban Park Ridge.

PEOPLE

Johnny Green, general director of music at the M-G-M studio, has been named musical director for the 29th Academy Awards presentation show to be held Mar. 27.

Norman Glassman, chairman of the board of Independent Exhibitors of New England, on Friday will celebrate his 25th year as owner and operator of the Rialto Theatre, Lowell, Mass.

Barbara and Beatrice Blatchford, twin daughters of George Blatchford, comptroller of Allied Artists, have been signed to an exclusive five-year contract by Era Records. The 16-year-old girls are known in the musical field as The Beebe Twins.

Lou Brown, director of advertising-publicity for Loew's Poli-New England Theatres, has been elected a director of the Retail Trade Board of the New Haven Chamber of Commerce.

A. Ronald Button, California State Treasurer and former Hollywood attorney, has been appointed to the board of directors of Cathedral Films, Inc.

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SCTOA Asks

(Continued from page 1)

OA, on behalf of the board of directors, said, in part:

"The inquiry would be not only for purposes of determining whether these arrangements are consistent with anti-trust laws, but whether the Department of Justice should take appropriate action to prevent the making of similar arrangements by other distributors. It is the view of the SCTOA board that the removal of an important distributor, and the handling of its product by another distributor who is also handling product of a competing producer, may tend to diminish competition among producers in the distribution of motion pictures.

"It has been a common experience in the motion picture industry that aggregation of economic power tends to the disadvantage of potential purchasers of motion pictures."

In Washington last night the Department of Justice would not comment on whether or not it has received a letter from Harry Arthur on the RKO-Universal distribution deal.

MPEA Directors Meet On Varied Agenda

A varied agenda taking up all types of film problems throughout the world will confront the board of directors of the Motion Picture Export Association at their meeting to be held here this afternoon.

Highlighting the conference will be a report on Central American and Latin American problems to be presented by MPEA vice-president Robert Corkery. Wage problems in Brazil, contributions to a Mexican hospital construction fund, support for national newsreels in Uruguay, and remittances in Colombia, will also be taken up.

Other topics on the agenda of the MPEA meeting include a remittance problem in Indonesia; settlement of a film board in the Philippines; sales to independents in Burma; film requests from the Canadian Pacific lines; Venice Film Festival regulations, and the five-picture limitation on sales to East European countries.

C. G. Dickinson Dies

LONDON, Feb. 18. — Clifford George Dickinson, 62, Allied Artists' representative in the United Kingdom, died here Saturday night at his home. He had been with the industry here 40 years, and was with Paramount Pictures a long time prior to his affiliation with Allied Artists.

REVIEW:

Oh, Men! Oh, Women!

20th Century-Fox—CinemaScope

SOPHISTICATED COMEDY on a high plane, witty dialogue, romantic interludes and psychoanalysis are combined in Nunnally Johnson's amusing CinemaScope and color production of the 1953 Broadway stage hit, "Oh, Men! Oh, Women!" This spirited motion picture spoof, which presents a stellar cast headed by David Niven, Dan Dailey, newcomer Tony Randall, Ginger Rogers and Barbara Rush, will satisfy many an audience as it has a goodly quota of laughs and comic situation sequences. Chances look excellent for it to attain top grosses in all types of theatres.

Smartly directed by Johnson, "Oh, Men! Oh, Women!" is a modern satire on psychoanalysis, its practitioners and its patients. Pervading the entire satire is Johnson's urbane, literary flavor that will exert strongest appeal to comedy lovers. It tells about a psychoanalyst who is about to be married and how he hears some alarming things about his fiancée and her old friends from his patients, one a dangerous "wack" and the other the husband of a woman with marital problems.

Amidst glamorous settings, the production and performances are spirited, especially those characterizations by Niven, who portrays the psychoanalyst, and Randall, who walks off with the acting plaudits. Dailey is cast as an irresistible, homeloving movie star whose wife, Miss Rogers, is a patient of Niven. Miss Rush portrays the chic, pretty young woman whose past and present experiences are the focal point of the satire.

Niven, who believes that for him there can be no emotional disturbances, gets a shock two days before his marriage when patient Randall, a travelling man, informs the psychoanalyst that his troubles are caused by a woman. He identifies her as Miss Rush, who a number of years before was a favorite of Dailey when he was in summer stock. Miss Rogers informs Niven that her husband plans to take things into his own hands as he blames the doctor for his family situation. The situations come to a head in one whacky scene where all wind up at Miss Rush's apartment. Niven loses his composure; Dailey unburdens himself of his opinion of psychoanalysts in a highly-theatrical speech, and Randall accuses Niven of unethical practices.

The climax is reached in the picture on the decks and in the cabins of the *Liberte*, when Niven is given his ring back by Miss Rush for being inhibited and inexperienced. A reconciliation is reached when Niven "blows his stack" in telling her off, and, at the same time, still professes his love for her. Dailey and Miss Rogers also reach a happily blissful state when he decides to act as he did in his courtship days by making a woman feel necessary. Randall is left holding the bag for he is alone, and still with his problems.

Supporting the principals excellently are Natalie Schafer, Rachel Stephens, John Wengraf, Cheryl Clarke and Charles Davis. Johnson produced, directed and wrote the screenplay from the Broadway play produced by Cheryl Crawford.

Running time, 90 minutes. General classification. For February release.

LESTER DINOFF

Plan Report on Small Projector Sprockets

The Eastern branch of the Industry Research Council will submit a report on the utilization of small sprockets on motion picture projectors to the Council within the next two weeks, it was reported here yesterday. The group is currently preparing the report recommending that the small sprockets become standard throughout the industry.

Many of the film companies are contemplating urging their customers to switch over to small sprockets as a large proportion of their releases are wide-screen product. It is felt by the companies that once small sprockets are installed in theatres, print costs will be lowered.

'Dolphin' Set to Open In 9 Cities in April

"Boy on a Dolphin," the Easter release of 20th Century-Fox, will receive the largest series of special premiere showings in the company's history, with benefit openings in nine U. S. cities in April, according to an announcement yesterday by vice-president Charles Einfeld. The picture was filmed in Greece and stars Alan Ladd, Clifton Webb and Sophia Loren.

Cities scheduled for the benefit showings are Baltimore, Boston, Chicago, Cincinnati, Detroit, Minneapolis, San Francisco, Seattle, and Washington, D. C. Each premiere will be attended by motion picture stars, radio and television personalities and leading social, civic and political figures in each community.

Minimum Pa

(Continued from page 1)

with more than 100 employees and more than \$1,000,000 of annual sales.

The fight will get under way as the Senate and House committees start hearings next week. A Senate Labor committee headed by Sen. Kenyon (D., Mass.) will start hearings Monday, while a House Labor committee headed by Rep. Kelley (Pa.) starts hearings on Friday, March 1. Labor Secretary Mitchell is expected to open each set of hearings.

The minimum wage law requires payment of at least \$1 an hour for covered workers and payment of one and a half for hours beyond the first week. Presently, theatres are completely exempt from coverage.

Both the House and Senate committees hope to hold the hearings three or four weeks and get a decision ready fairly soon after the hearings end.

Lobbyists Busy

The lobbying on the problem, which affects retail workers, farm labor, construction workers and many other groups along with theatre employees, has already been intense. The AFL-CIO and the Retail Clerks Association have been contacting congressmen for extended coverage, while the American Retail Federation has been publicizing against extension.

So far, theatre spokesmen have asked to be heard, but they're expected to ask shortly for a chance to testify. In earlier hearings, they opposed coverage extension, arguing that theatres were already having hard times and could not stand the increased costs that would result from coverage of their employees. However, the likelihood of coverage extension is greater this year than in the earlier years when theatre spokesmen fought.

Slate Local Meetings On UA Promotion Drive

United Artists has set a series of local sales conferences at each of its 33 exchanges in the United States and Canada to map out regional phases of the new distribution program set over the weekend at the company's 1957 sales convention. The meetings were announced yesterday by William J. Heineman, vice-president in charge of distribution, who presided at the national convention with general manager James R. Velde.

Velde will be in Kansas City tomorrow and Chicago tomorrow to begin the first of the domestic area convention. UA plans a record \$6,000,000 promotional drive to back its product line in the next nine months.

The series of regional conferences will be directed by UA's six district managers, beginning this week. Eastern and Southern division manager Milton E. Cohen and Western division manager Al Fitter will tour their territories in a follow-up to the national conventions.

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Thrillarama Bow in Milwaukee

(Continued from page 1)

difference in quality of color between the two films. The comment: "Not enough action. Cinerama much better." Another: "A long way from Cinerama, the price is different too." Another patron attributed faults in the performance to the projectionist. On hand for the premiere here was Art Reynolds, president of Thrillarama Productions, Inc. He said that installation of equipment had been made at the Strand due to the fact it previously had shown Todd-C. The Thrillarama picture was

projected with a width of 55 feet. Reynolds said that when the picture is opened in Philadelphia on Thursday the installation will include a new lens attachment he has developed "to eliminate the necessity of repositioning the projectors."

At present, according to Reynolds, there are only three prints of "Thrillarama Adventure" available, but he added that he expects to have 25 more by the end of the year. Asked about plans for future productions, he said they depend upon public acceptance of the current film.

Goldenson

(Continued from page 1)

in welfare activities" by Syros, president of Twentieth Century-Fox, at a testimonial dinner in the Grand Ballroom of the Waldorf-Astoria Hotel. "We have come to the point where we must take positive action, Golden-son said in urging "a program of training and recruiting of scientific personnel for medical research" in proportion to the effort the nation devotes to military research.

'Battle Hymn' Opens Big as Other U-I Films

Universal - International's "Battle Hymn" topped all of the company's new pictures, including "The Miller Story" and "To Hell and Back" in its world premiere engagement in Marietta, Ohio, the company announced yesterday. The picture grossed \$6,000 in four days at the Colony Theatre there, where it followed after a simultaneous premiere at the Putnam and Ohio Theatres also on Thursday night.

Weekend Business Heavy

The picture did comparable business openings throughout the territory over the weekend, the company said. At the Strand Theatre in Lexington, Ky., it grossed \$4,650 in three days; at the Liberty, Zanesville, Ohio, \$4,000 in three; at the Capitol in Bowling, W. Va., \$4,750 in three; at the Rives, Martinsville, W. Va., \$3,000 in three.

Hinge Election as CEA Vice-President

From THE DAILY Bureau LONDON, Feb. 15 (By Air Mail). E. L. Hinge, at present treasurer of the Cinematograph Exhibitors' Association, will automatically be elected president of CEA at the group's annual meeting on March 12. His name is the only one which has been put forward for the position. It is expected that William J. Peiman, a former CEA president, will succeed Hinge in the post of treasurer.

Toll-TV Test

(Continued from page 1)

this end. The report is being circulated among committee members now, and will probably be discussed at the committee's next meeting, now scheduled for Feb. 27. The Senators could, of course, change the staff proposal.

The staff report, based on committee hearings last year, argues that the commission has the legal authority to pass on the matter and that toll TV is now of a technical quality to warrant a large scale test. Accordingly, it urges the commission to authorize such a test at the earliest moment. In any event, it says, the commission should decide the matter one way or the other at the earliest possible date.

Allied Artists Opens

(Continued from page 1)

ritory had increased to the point where the opening of the new branch "would best serve the interests of the company and the exhibitors." The new exchange will commence operations March 4.

Bowers is presently a salesman in Allied Artists' Dallas exchange, and was previously associated with Warner Brothers and M-G-M in a similar capacity.

S. O. S., Union Sign

A new contract was entered into by S.O.S. Cinema Supply Corp. here and International Association of Machinists AFL-CIO covering employees in production and manufacture by the company. This marks the 20th year of "harmonious relationships" between S.O.S. and the union, the company said. Business representative Sal Iaccio handled the negotiations for IAM.

Atlanta Executives Die

ATLANTA, Feb. 18.—Two former film row executives, Walter Griswell and Herbert Lyons, died here at their homes recently. Griswell had been associated with booking in major exchanges, while Lyons was branch manager for RKO Radio for many years until his retirement a few years ago.

Television Today

IN OUR VIEW

AS POGO might say: "The teevees are a most contrary media." The week before last, producers were knocking out themselves and their audiences with a whole pride of spectacles, not one of which quite lived up to its advance billing. Then, last week, everything had more or less gone back to its customary budget and running time and the results were certainly as spectacular, if not more so, than those of the previous week.

Dramatic Fare Excellent

Almost every one of the week's live dramas had some sort of distinction, kicking off with the Kaiser Hour's "So Short a Season," Tuesday night, through Alcoa's Sunday night resurrection of Philip Barry's "Animal Kingdom." The Kaiser production, another in the seemingly endless line of "off-beat" Westerns, for at least one and one-half acts was a fine character study nicely acted by Albert Salmi and Rip Torn. The following evening, U.S. Steel had an excellent little script, "Inspired Alibi," written by S. S. Schweitzer and starring Shelley Winters, Pat Hingle and Ed Andrews. As written and performed, this was a model show, not overly ambitious, but neat and crisp and fully realized within the limitations of the medium.

Mickey Rooney Back

Thursday evening, Playhouse 90 offered a comparatively unwieldy adaptation of the expose novel, "The Comedian," which had as its brilliant focal point none other than Mickey Rooney. His talent, one of the finest in the entire entertainment industry, is as vital and alive today as it was when he was racing through life as Judge Hardy's boy. The aforementioned "Animal Kingdom" was interesting to the student of the drama, representing, as it does, that now almost forgotten era when comedies took place in drawing rooms, when actors were required to speak distinctly and not allowed to scratch themselves in public. This adaptation was pretty well chopped up, but the old-time sophistication was there, no less fascinating because it now seemed so foolish.

Robert Flaherty's Widow Featured

Some other noteworthy moments of the week: Odyssey's Sunday afternoon film essay on "The World of Robert Flaherty," including clips from several of the master's best works and a filmed interview with his widow, whose face is as expressive and strong as any her husband caught on his far travels. . . . Wide World's camera, which got up to, if not through, the sound barrier. . . . Schlitz Playhouse's Friday night thriller, "Night

'U' TV Starts 13 New Spot Series

The Universal Pictures Co. television department is currently undertaking the greatest production activity in its nine-year history, with 13 new series of television spots being placed through seven of the country's top advertising agencies, Norman E. Gluck, in charge of television for Universal, said yesterday.

The 13 new series of spots now in various stages of production and the major advertising agencies through which they have been placed include Pepsi Cola and Mercury cars through Kenyon and Eckhardt; Hit Parade Cigarettes, DeSoto cars and DuPont through Batten, Barton, Durstine and Osborn; Marlboro Cigarettes, Kellogg Cereals and Camay Soap through Leo Burnett; Lux Beauty Soap and Ford cars through J. Walter Thompson; Budweiser Beer through D'Arcy; Chevrolet cars through Campbell-Ewald and Dodge cars through Grant.

N. C. Station Joins NBC

The affiliation of WSOC-TV, Channel 9, in Charlotte, N. C., with the National Broadcasting Company, has been announced by Larry Walker, executive vice-president of the station, and Harry Bannister, vice-president in charge of station relations for NBC. Now under construction, the station will become an NBC-TV optional interconnected affiliate when it begins operations about May 1.

Acquires 'Fog' Rights


Producer-agent Henry C. Brown has acquired the film rights to "The Fog," a play written for "Climax," by Dale Wasserman. The author had asked his name be removed from the credits because the basic concept of his script was changed for the show. Brown bought the original, unchanged version for \$50,000.

Champion Show Slated

"The Marge and Gower Champion Show," a new comedy with music and dancing, starring the dance team, will have its premiere on the CBS Television Network Sunday, March 31. The program will be seen every other Sunday at 7:30-8:00 P.M. EST, alternating with "The Jack Benny Program."

Drive," with Everett Sloane and Constance Cummings. As good as one of Hitchcock's situations. . . . Mike Wallace's Friday night interview with Dame Sybil Thorndike who, in her mid-seventies, may be living proof that longevity is the result of an insatiable interest in the worlds in which one lives.—V. C.

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V.L. 81, NO. 35

NEW YORK, U.S.A., WEDNESDAY, FEBRUARY 20, 1957

TEN CENTS

Announces Program

Todd to Make 'Don Quixote,' Other Films

Plans Also to Acquire 10 Theatres on Lease

By LESTER DINOFF
(Picture on Page 2)

An ambitious program for the future encompassing the acquisition and leasing of about 100 theatres, the production of four "shows on film," the filming of at least seven performances of the La Scala Opera, was announced here yesterday by producer Michael Todd at a luncheon at Toots Restaurant.

Todd's plans for the coming years, he explained yesterday, provide for: the early spring of 1958 production of "Don Quixote," with Cantinflas one of the stars, filmed most likely in Todd-AO;

to acquire at least 100 theatres under leasing or franchise agreements or broadshow engagements of "Around the World in 80 Days" and "Don Quixote";

to produce a minimum of seven motion pictures of La Scala Opera
(Continued on page 2)

Loew's Extends Vogel's Contract Until 1961

From THE DAILY Bureau

WASHINGTON, Feb. 19.—The eminent agreement entered into between Joseph Vogel and Loew's, Inc., originally entered into on Aug. 11, 1951, has been extended five years to Feb. 21, 1961, according to a Securities & Exchange Commission report. Vogel's contract as head of Loew's, which was acquired from the Marcus
(Continued on page 2)

Zanuck Due Here for Skouras, Einfeld Talks

Harvey F. Zanuck is scheduled to arrive here from London by plane tomorrow for meetings with Spyros Skouras, 20th Century-Fox president, and Charles Einfeld, vice-president, on the premiere and campaign plans for his
(Continued on page 2)

10 Offices in U.S. for Rank

Nine district offices and a branch office will be opened in this country in April by Rank Film Distributors of America, Kenneth Hargreaves, president, announced yesterday on his return from a tour of key cities to decide on field locations. He was accompanied on the trip by Irving Hochin, general sales manager, and Geoffrey Martin, advertising, publicity and exploitation director.

The district offices and their sales
(Continued on page 6)

All Exchange Areas 'Sweeps' Participants

With the entry yesterday of 85 additional theatres, bringing the total to 2,400, all exchange areas are represented by theatres that will participate in the Academy Award Sweepstakes, Robert W. Coyne, special counsel for COMPO, announced.

Three circuits and 50 individual theatres sent in their entries yesterday to COMPO. The circuits included
(Continued on page 3)

Texas Drive-in Meeting Opens Monday in Dallas

Special to THE DAILY

DALLAS, Feb. 19 — The three-day convention of the Texas Drive-in Theatre Owners Association will open here at the Adolphus Hotel on Monday, with the principal item on the
(Continued on page 2)

REVIEW:

The Spirit of St. Louis

Warner Bros.—CinemaScope

ALL THE DRAMA, suspense and excitement that engrossed the world when the unassuming Charles Lindbergh made his successful flight across the Atlantic 30 years ago is recreated in this distinctive Leland Hayward production, expertly directed by Billy Wilder. James Stewart, as Lindbergh, turns in one of the top performances of his long and distinguished screen career, in a role that is as exacting as perhaps anything he has ever undertaken.

Running well over two hours, a measure of the production's smooth, professional quality is the fact that time is forgotten as the story moves inexorably toward the trans-Atlantic flight and the increasing tension of
(Continued on page 3)

Error Found in Listings For Academy Nominations

By JAY REMER

The listings from the Academy of Motion Picture Arts and Sciences under the heading, "Best Motion Picture Story," includes "High Society," MGM, Edward Bernds and Elwood Ullman. Somebody apparently goofed—but good!

First, MGM's "High Society" is an adaptation of "The Philadelphia Story" based on the play and therefore couldn't possibly be considered as an original motion picture story. In addition, Messrs. Bernds and Ullman did write a film story called "High Society," but it was a Bowery Boys picture, made for Allied Artists and released in April, 1955, somewhat early for inclusion in the current nominations.

For the benefit of the Academy, MGM's "Society" did have a screenplay credit, but it was by John Patrick. Incidentally, the "Best Motion Picture Story" category is one of the Academy Sweepstakes contenders.

RKO Informed Justice Of Deal with Univ.

RKO Radio officials yesterday indicated they would have no comment to make on Southern California Theatre Owners Association's letter to the Department of Justice requesting the latter to make a study of the deal by which Universal took over distribution of some RKO Radio product.

However, an RKO Radio spokesman
(Continued on page 2)

B. G. Cantor Elected

Insurgent Wins Heyman Place On NT's Board

Rhoden Sees an Approval Of Circuit's Management

By WILLIAM R. WEAVER

LOS ANGELES, Feb. 19—B. Gerald Cantor's campaign to obtain membership on the National Theatres board of directors culminated successfully today in his election at the annual stockholders meeting, at NT headquarters.

Under the corporation's cumulative-voting system, with 12 candidates nominated for election to the 11-man board, Cantor received 5,004,978 votes, and replaced incumbent George E. Heyman, Jr., as a director. All other board members were re-elected.

Following the stockholders meeting
(Continued on page 3)

Two Hub 'Trust' Cases Settled Out of Court

Special to THE DAILY

BOSTON, Feb. 19—Two anti-trust cases were settled here today, both out of court, which were pending in U.S. District Court here.

In the case of the Victoria Theatre, Greenfield, Mass., suing for \$2,000,000 damages against the eight majors and Republic, an agreement was
(Continued on page 3)

Record Bookings Slated In Fox Skouras Drive

20th Century-Fox has already set a record 43,516 feature bookings for the Spyros P. Skouras 15th Anniversary Celebration more than a month before it is scheduled to get underway, Alex Harrison, general sales manager, announced
(Continued on page 2)

Televisión Today

Page
6

PERSONAL MENTION

G. RALPH BRANTON, Allied Artists vice-president and president of Interstate Television Corp., is in New York from the Coast.

ALEX HARRISON, 20th Century-Fox general sales manager, yesterday was in his home town, Salt Lake City, from New York.

WILLIAM F. RODGERS, industry consultant and former M-G-M sales chief, has been discharged from Memorial Hospital, Hollywood, Fla., and is recuperating at his residence there following a siege of pneumonia.

HERMAN KING, of King Brothers, has arrived in New York from Hollywood.

ROY M. AVEY, of Georgia Theatre Co., has left Atlanta for a Caribbean cruise.

BERNARD M. KAMBER, executive assistant in charge of the New York office of Hecht, Hill and Lancaster, will leave here today for Hollywood.

ALVA SMITH, of Westrex Corp., has left New York for Lahore to visit the company's Pakistan branch.

HARRY NORRIS, joint managing director of J. Arthur Rank Overseas Film Distributors, Ltd., has arrived in New York from London via B.O.A.C.

Texas Drive-in Meet

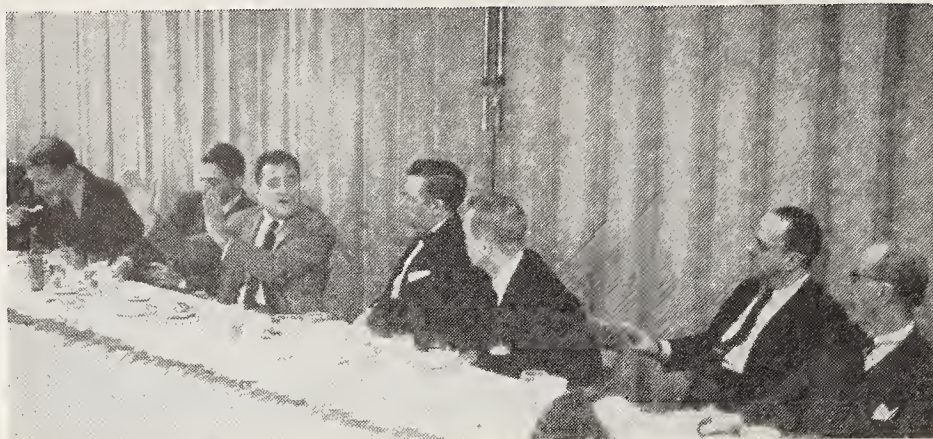
(Continued from page 1)

agenda for that day being the meeting of the board of directors.

Eddie Joseph, president of the association, will deliver his annual report on Tuesday morning, after which, in the afternoon, the delegates will be welcomed to the city by Mayor R. L. Thornton of Dallas. Following Mayor Thornton's talk, the keynote speech of the convention will be delivered by Edwin Tobolowsky, chief barker of Tent 17, Variety Club.

Business sessions on Wednesday will include maintenance problems, playground equipment, theatre legislation, operational developments, popcorn merchandising, concession stand management, and point-of-sale displays.

The principal speaker on Wednesday, final day of the meeting, will be Will Wilson, attorney general of Texas.



M.P. DAILY picture

AS MIKE TODD, with the gestures, told newsmen yesterday at Toots Shor's about his next, "Don Quixote." With him, William Peper of the World Telegram, Mike Todd, Jr., agent Bill Doll, David Durston, and Paul Montague, and business manager Mike Cavanagh.

Todd to Make 'Don Quixote'

(Continued from page 1)

performances in one year, then turn them out at the rate of three to four annually afterwards;

A film on the life of Toscanini;

Further development of a "gimmick" process whereby viewers can see 3-D without glasses.

Accompanied by his son, Michael Todd, Jr., and his public relations counsel, Bill Doll, the producer said that production of "Don Quixote" "will be on a scale that justifies roadshows, as this form of exhibition is here to stay." The film will be made in Spain, he said.

Criticizes Exhibitors

Todd spoke for a while on what he called his "anti-exhibitor feeling." He told of his visits to theatres playing "Around the World in 80 Days" and cited some instances where the manager extended his intermission so that

"he could sell more popcorn, ice cream and orange pop."

Todd said that in the course of the next few years, he plans to acquire or make franchise deals for theatres—"about 100 of them. One hundred potential theatres provide between 50 to 60 per cent of a picture's overall gross. They also provide about 85 per cent of the potential customers."

Asked about the financing of his various projects, Todd replied that "I am not worried about it." It was indicated that United Artists Corp. would again be a partner in some of his plans. Todd said that UA will handle the regular distribution, after roadshow of his pictures. In reply to a question as to whether he planned to release another version of "80 Days," he said that there "is no CinemaScope version of it," but that there are provisions for a 35mm version.

Skouras Drive

(Continued from page 1)

nounced yesterday. The six-week testimonial drive begins March 24 and runs through May 4.

The advance bookings represent 9,182 theatres in the U.S. and Canada, Harrison said. He also predicted that the first week of the celebration will establish "a new company high seven-day booking mark." At the present time, playdates for this period total 15,385.

Jerrold Answers Suit

PHILADELPHIA, Feb. 19.—Replying to an announcement made by the Antitrust Division of the Department of Justice that it has filed a complaint charging violation of anti-trust laws against his company, Milton J. Shapp, president of Jerrold Electronics Corp., has expressed his "confidence" that neither he nor his company "have done anything which is in violation of the anti-trust laws."

RKO Informed Justice

(Continued from page 1)

man recalled that at his January press conference explaining the deal, Tom O'Neil, chairman of the board of the company, had been asked by a reporter whether the Justice Department was aware of the deal and, if so, what its attitude was.

O'Neil replied that RKO Radio had furnished the Department with full information concerning the deal and had sought some indication of its views without success. O'Neil said RKO Radio had been advised by its attorneys that there was no violation of the anti-trust or other Federal laws involved in turning over the films to Universal for selling and distribution and, while the Department of Justice did not confirm this, its policy usually is not to approve such moves in advance but, rather, to observe them after they have been put into being.

Justice officials in Washington earlier declined comment on the SCTOA letter.

No Early Action on Fox-MGM Studio Move

It may require another four months of discussions before a decision can be reached on the possibility of 20th Century-Fox transferring its production activities to the M-G-M studios at Culver City, a official of the former company said yesterday.

The discussions, which were initiated recently, follow earlier unsuccessful ones which 20th-Fox held with Warner Bros. on the possible transfer of production to the Burbank lot. While oil drilling progress on the Fox lot, the primary objective of a studio consolidation move would be economy, the company official said.

Zanuck Due

(Continued from page 1)

current independent production land in the Sun," and his next, "Sun Also Rises."

While here Zanuck will attend first meeting of the 20th-Fox of directors and finance committee since he became a member of the meetings are scheduled for March 28. He will return to London March 2 for scoring work on "Is the World Premiere of which is on Decoration Day."

Zanuck is scheduled to hold a conference at the 20th-Fox home office this afternoon.

Vogel Contract

(Continued from page 1)

Loew Booking Agency last October which was assigned the agreement 1941.

As president of Loew's, Inc., Vogel received \$2,140 per week, according to the salary agreement entered into by both parties on Aug. 6, the SEC report noted. Expenses of Vogel and his family while traveling are also provided for in the agreement the SEC noted.

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To Back Independent Producers in Cinemiracle

From THE DAILY Bureau

LOS ANGELES, Feb. 19—National Screen Service' \$2,000,000 film-financing plan disclosed by NT president Elmer Rhoden at the stockholders meeting will be available to independent producers wishing to utilize the company's three-panel process, Cinemiracle, as well as all other systems, it was announced subsequently.

NT Directors

(Continued from page 1)

The newly constituted board met and elected all officers.

Rhoden said, in a prepared statement, "I am happy to be a member of the board and I wish to express thanks to shareholders, large and small, who entrusted me with their confidence and made my election possible. I look forward to a long, happy and constructive relationship with my associates. I intend to follow a program which will be beneficial to the stockholders."

Rhoden said he favors a three-point program, for the company, calling for using available funds to purchase common stock.

Improving theatres now operating at satisfactory profit and eliminating unprofitable theatres.

Using available funds for diversification purposes, by investments in various situations of an enduring nature.

Following the election, NT president Elmer Rhoden, queried informally of his reaction to the outcome, told the MOTION PICTURE DAILY, "Mr. Cantor expressed his approval of the NT management. His activities have increased the value of NT stock. I see no reason why his addition to the corporation shouldn't work out very nicely."

Prior to the election Rhoden had based on the company's last fiscal year ended last September, and on the first quarter of the present year, approximately 150 stockholders attended the meeting in person. He pointed out that the previous year the company had faced two major problems—product shortage and release of the studios' backlogs to television, but also has enjoyed two favorable developments, admittance tax reduction and the studios' plunge into big-budget production.

Praises 'Block-Busters'

In the latter reference he included "block-buster" pictures produced at an aggregate cost \$34,000,000, and pointed out that five of them were nominated for "best picture" academy award. Rhoden said major studio backlogs to television had not damaged box office revenues in any degree, and "block-busters" have been doing enormous business at advanced admissions wherever played.

Rhoden said the corporation has

The Spirit of St. Louis

(CONTINUED FROM PAGE 1)

the lone flyer's high adventure as, at last, his tiny, fuel-weighted plane barely rises above the line of trees and wires at the take-off and leaves one landmark after another behind until at last it passes over Newfoundland, heading out into the gathering darkness and the North Atlantic.

Stewart's performance and Wilder's discerning direction put the audience in the cockpit of "The Spirit of St. Louis" on the lonely journey through fog, over icebergs, past the crises of consciousness lost in sleep that can no longer be denied, in navigating by the stars when the plane's magnetic instruments go dead, and of rapidly forming ice on the wings that presses the Spirit close to the wave tops.

And the relief is almost physical when the new dawn arrives and soon after a gull, then a fishing vessel, then land are sighted, and the land is identifiable as the southwest tip of Ireland—eight hours flight from Paris. Then darkness descends again, eventually to be dispelled by the City of Light and there remains only the task of locating Le Bourget field and of landing the Spirit at night. The field discovered, fatigue and its toll in loss of confidence build a new hazard at the very door of success. But this, too, is overcome and the tiny Spirit is landed smoothly in the gloom of midfield as throngs break through barriers and carry off the honestly surprised Lindbergh on their shoulders.

The screen play, by Wilder and Wendell Mayes, is based on Lindbergh's own book, which was adapted by Charles Lederer. While the trans-Atlantic solo flight is the backbone and climax of the story, it is by no means all. Lying awake through the rainy night before the take-off, the flyer relives in memory the highlights of his youth, his passionate devotion to flying that made him one of the earliest air mail pilots, a barnstormer, a "circus" flyer and an Army pilot. Pictured in flashback, the individual sequences explain and give understanding of the Lindbergh character and personality, rounding out the story of the Spirit to completeness.

It is wonderfully photographed in CinemaScope and in WarnerColor greatly heightening the dramatic and pictorial values of the flight scenes, in particular. This story of the courageous young man whom the world acclaimed as much for his modesty as for the achievement itself and its significance in the advancement of the air age is an obviously strong attraction for the millions in whose memories the Lindbergh story remains alive. It is a somewhat lesser known quantity to those to whom it is but a name and a story re-told, but once these have been drawn to the theatre they are certain to find it as absorbing and inspiring as will their elders. Word of mouth from both groups should be a valuable factor in constantly building patronage.

Supporting roles are ably handled by Murray Hamilton, Patricia Smith, Bartlett Robinson, Marc Connelly, Arthur Space and Charles Watts. And, of course, the co-star, "The Spirit of St. Louis." And a handsome little craft it is, too.

Running time, 138 minutes. General classification. Release date, April 20. SHERWIN KANE

New Publicity Division At Fox for Youngsters

HOLLYWOOD, Feb. 19 — Buddy Adler today announced that 20th Century-Fox's worldwide search for new talent, which gets under way with a quest for a girl for the leading role in "A Certain Smile," by the French novelist Francoise Sagon, is to be promoted, publicity-wise, by the studio through a newly established publicity and exploitation department under Perry Lieber.

Lieber's department will operate permanently in the interest of careers of young players placed under contract by Fox.

earmarked \$2,000,000 for the establishment of a film-financing company to provide funds for independent producers, as a step toward overcoming the product shortage.

Columbia's Outstanding Notes \$18,000,000

WASHINGTON, Feb. 19.—Columbia Pictures borrowed \$1,800,000 in January to increase its outstanding notes to \$18,800,000 as of Jan. 31, 1957, according to a company report to the Securities & Exchange Commission. The company also is guaranteeing a \$5,000,000 loan made by Screen Gems, Inc., its wholly-owned subsidiary.

Balance Due in 1963

Columbia has borrowed the \$1,800,000 from the Irving Trust Co. by securing a mortgage on its lease on 711 Fifth Avenue, its home office, the SEC report noted. The loan is payable semi-annually in payments of \$130,000 commencing July 1, 1958, with the unpaid balance due on Jan. 1, 1963.

Italian Circuit Strikes in Theatre Sales Suspension

From THE DAILY Bureau

ROME, Feb. 19—The staff of the circuit ENIC (Ente Nazionale Industrie Cinematografiche) went on a 24-hour strike here today in protest against the decision of the government's Treasury Department to suspend activity in selling the circuit's theatres to private exhibitors. ENIC is the largest Italian circuit and one of the most active companies in the production, co-production and distribution of native as well as foreign films.

The Treasury decision was due to the circuit's financial difficulties and is expected to affect the entire film industry. ENIC was founded during the Fascist regime. The strike today was ordered by the Democratic Christian Trade Union.

Sweepstakes

(Continued from page 1)

the John Hamrick Theatres of Seattle, with 17 houses; and the Armstrong circuit of Bowling Green, O.; and the United Artists circuit of Seattle, each with 9 theatres.

Individual entries yesterday came from such widely scattered cities as Baltimore, San Diego, Calif.; Grand Junction, Colo.; Erwin, Tenn.; Manchester, N. H.; Spokane; Pine Bluff, Ark.; Benton Harbor, Mich.; La Salle, Ill.; Harrisonburg, Va.; Birmingham, Ala., and Long Branch, N. J.

Boston 'Trust' Suits

(Continued from page 1)

made with the distributors, but the suit is still pending against the two defendant exhibitors, Western Massachusetts Theatres, operating the Garden Theatre, Greenfield, and the Shea circuit, operating the Lawler Theatre, Greenfield. This part of the suit is scheduled to be tried at a later date.

The case was originally filed in October, 1952 by Herbert Brown, owner of the Victoria, in which he claimed denial of first run product, excessive clearances, admission price fixing, block booking and various discriminations against him.

Second Suit Filed in '49

The second suit, filed in July, 1949, for damages of \$200,000 by William Deitch and Pauline Goldberg, involves the Weymouth Theatre, Weymouth, Mass. Defendants were the eight majors, Republic, Monogram, New England Theatres, American Theatres, M&P Theatres, Publix Netco Theatres, Keith Massachusetts Theatres, RKO Theatres, Loew's Boston Theatres and Paramount Film Distributors. Unreasonable clearance, block booking and various discriminations were the damages sought by the plaintiffs. An out-of-court settlement was made and the entire action has been dismissed by agreement.

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The M-G-M Salesman
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M-G-M presents the Box-office Bombshell!

**GREGORY PECK
LAUREN BACALL**

In

**"DESIGNING
WOMAN"**

Co-Starring

DOLORES GRAY

Written by **GEORGE WELLS**, Associate Producer

In **CINEMASCOPE** and **METROCOLOR**

Directed by **VINCENTE MINNELLI**

Produced by **DORE SCHARY**



(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)



A black and white photograph of a man in a dark suit and fedora carrying a woman in a light-colored dress. They are walking towards the left. In the foreground, a woman is lying on the ground, partially obscured by papers and debris. A red arrow points from the text 'Comedy of the Year' to her.

BIG PLANS!

"DESIGNING WOMAN" is in the BIG MONEY class of "High Society" and "Teahouse of the August Moon." Until you see it for yourself, you simply can't know the box-office dynamite in its explosive fun, its high-voltage entertainment. We've seen it! We know and we're telling America! We're spending a young fortune for you as follows:

FULL PAGES IN TOP NATIONAL MAGAZINES!

Life, Look, Saturday Evening Post, Vogue, Seventeen, Charm.

FAN MAGAZINES!

The entire field!

M-G-M's COLUMNS!

Famed "Picture-Of-The Month" and "Lion's Roar" covering leading national magazines.

NEWSPAPERS!

Advance teasers. Special ads. A big campaign.

TV-RADIO SPOTS!

A sparkling campaign for the air-waves.

AND MORE!

Watch the Trade Press for details.

THE STORY:

A de luxe doll steals a two-fisted newspaper guy from a shapely show-girl in the

Comedy of the Year—
with songs!

Rank Offices

(Continued from page 1)

territory are: Boston (Albany, New Haven, Buffalo); Washington (Philadelphia, Pittsburgh); Atlanta (Florida, Charlotte, Memphis); Dallas (Oklahoma City, New Orleans); Los Angeles (San Francisco, Portland, Seattle); Denver (Salt Lake City, Omaha, Des Moines, Kansas City); Chicago (Milwaukee, Minneapolis, St. Louis); Cleveland (Detroit, Cincinnati, Indianapolis), and New York. The branch office will be in San Francisco.

Hargreaves said personnel for the field offices has not been completely lined up yet and that announcement of the roster of nine district managers and branch managers for Boston, New York, Chicago, Los Angeles and San Francisco will be made later by Sochin.

Steve Edwards Introduced

The press conference held by Hargreaves in his Sherry Netherlands Hotel suite also served to introduce Steve Edwards as publicity manager for the new Rank company, and Leo Pillot as exploitation manager. The company will open its home office at 729 Seventh Ave. here about April 1. "Reach for the Sky" will be the company's first release of a schedule of 15 to 21 pictures this year.

A regional plan of release will be followed, Hargreaves said, with the

Rank Opening Central American Distribution

John Davis, managing director of J. Arthur Rank's film operations, has left here for Mexico to arrange for the establishment there of the company's own distribution organization in Central America.

Previously, Rank's own distribution had been established in South America and with a U. S. organization about to start his direct representation in the Western Hemisphere is about completed.

idea of controlling print costs. Thus a picture available to the New York area would not be released in other areas simultaneously, but every region will have continuous releases, nevertheless. Advertising and publicity, to a large extent, also will be on a regional basis, adapted to the releases current in each territory.

Leaves for London Tomorrow

Originally the company had planned only six field offices but, Hargreaves said, interest expressed in the Rank offerings by exhibitors in the course of the inspection trip resulted in the decision to increase the number. Hargreaves will leave here for London tomorrow to wind up his affairs before moving to New York. Martin will follow in a week or two for the same purpose.

N. Y. 'Emmy' Awards In Six Categories

In its second year of participation in the national "Emmy" awards, the Academy of Television Arts and Sciences will present "Emmy" plaques to local New York television stations. They will be announced on closed-circuit following the award color spectacular over NBC on Saturday night, March 16.

Awards will be given in six categories from nominations submitted by each of the local stations in this area to be voted upon by the Academy's New York chapter membership. The categories of awards are: most outstanding live local program; best documentary or educational program; best news program; best children's or teen age program; most outstanding male personality; most outstanding female personality.

There will be a special station achievement award which will be given for the excellence of one or more telecasts, or for a superior over-all programming concept. The winner of this award will be selected by a non-industry civic committee of clergy, business and education leaders.



Television Today Picture

Richard Carlton

RICHARD CARLTON, above, sales vice president of Trans-Lux Television Corp. yesterday talked to the trade press of the "commercial public service" film shorts his company is distributing. The 600-film package consists of the Encyclopaedia Britannica library and is, according to him, the "only continuing source of films for television." Approximately 40 films are scheduled to be made in 1957 and they will be turned over to Trans-Lux for release as soon as each is completed. Carlton said shorts until recently, were considered only filler material for stations, but now a part of the regular programming.

One Man's TV Views

By Pinky Herman

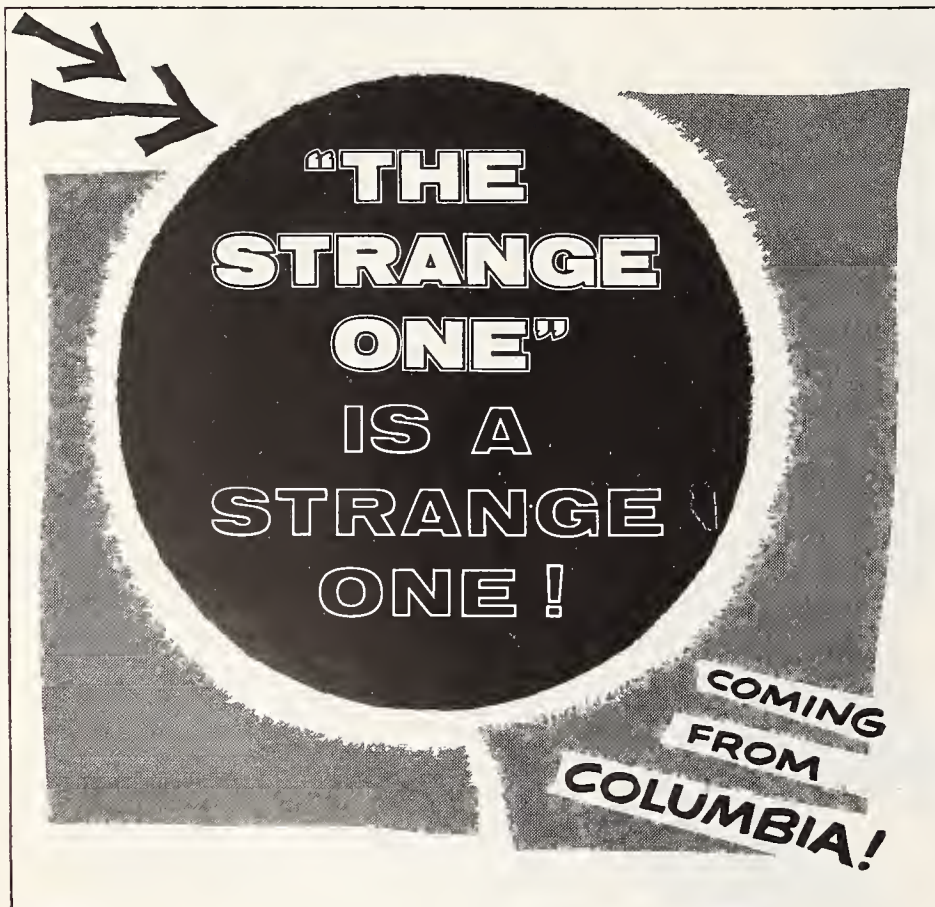
MAN'S conquest of the air, easily one of the most intriguing of human achievements, will be the subject of Disneyland's presentation Wednesday, March 6 (7:30-8:30 P.M.) "Man In Flight." In the films will be seen the aerial achievements of noted pioneers including the Wright Brothers, Santos-Dumont, Voisin, Rowe, Bleriot, Ely and C. W. Rolls. . . . With the acquisition by Screen Gems of the Hygo-Unit film product, the Ralph Cohn TV filmery now has available for telecasting 466 features of all types, 679 episodes of serials, 334 Westerns and 369 half-hour syndicated programs. As for the future, they can draw on 1,250 features in the Columbia Pictures repertoire. . . . Now that Pud Flanagan and Ginger MacManus have out-grown their role as "wide-eyed, open-mouthed moppets" (12 and 11 years respectively) "Let's Take A Trip," with the head guide Sonny Fox, will CBStart a nationwide search for a pair to succeed Pud & Ginger. . . . Gene Kelly, who recently completed producing, directing and starring in the forthcoming MGM flicker, "The Happy Road," has been pacted by NBC to represent Hollywood's creative arts in the "Wide Wide World" presentation of "A Man's Story," skedded for the NBChannels, Sunday, March 3.



During Arthur Godfrey's sojourn in darkest Africa, his Wednesday "Godfrey & His Friends" CBSequences will be emceed in turn by Pete Lind Hayes, Guy Mitchell, Jo Stafford, Theresa Brewer and Vic Damone. This will also mark the first producing chore under his new CBS contract of Lee Cooley, formerly producer of the "Perry Como-tions." . . . Joe Curl has resigned from NBC TV network sales to return to sales staff of WABC-TV. . . . Can Spring be far away?? WPIX already set to telecast the baseball opener in Gotham Tuesday April 16 between the Yankees and Washington Senators. Ex-Yank star Phil Rizzuto will make his sportscasting debut alongside of vets Mel Allen and Red Barber. . . . If there's a TV exec who needs the services of a "gal Friday" who can be depended upon to prove a valuable assistant, he should contact Jean King, care of this desk. . . . Bernie Brillstein named to succeed Jerry Collins as publicity and promotion manager at Wm. Morris Agency. . . . And now for the trek to California and a vacation. See you in two weeks.



Arthur Godfrey



Westrex Salutes

The exhibitors who have the initiative and courage to remodel and recondition their theatres in this time of challenge.

No entertainment can compare with a good motion picture shown in a clean, freshly decorated theatre, with comfortable seats, a new wide screen, good projection and arc-light equipment, and a modern multi-channel or single-channel sound system operated by competent projectionists.

All these things added together give meaning to the good old word "showmanship."

Studios put real entertainment values in their pictures. Do you pass on all these values to your audiences?

Westrex will continue to provide, as it has done for more than a quarter of a century, the projection and sound equipment necessary for this valuable public service: high-class mass entertainment.

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HERE and NOW ... A WAR PICTURE TO STAND WITH THE ALL TIME GREATS!

SECURITY PICTURES INC. presents

robert ryan
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...the cast-iron lieutenant
who led his men up a
hill-full of hell...
and the killer-cold sergeant
who fought with him
all the way

—just to spit in his eye!

the part
of the
military
machine
that bleeds!

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ARE

NOW DATING
IN **40**
KEYS

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Concise
and
to the
Point

QP

All
the News
That
s News

QP

81, NO. 36

NEW YORK, U.S.A., THURSDAY, FEBRUARY 21, 1957

TEN CENTS

Added Revenue

J. Exhibitors Study Bingo Theatres

8-Man Committee Develop Program

New Jersey Federation of Motion Picture Exhibitors has appointed eight-man executive committee to develop a program which is highly profitable by the proposed rental and operation of theatre premises for bingo under state regulations, reported here yesterday.

Federation, which met in New York this week, named Charles H. Katz, Edwin "Pete" Gage, Ed Turteltaub, Ed Sniderman, and George Gold to the committee.

Enthusiastic consideration was given to the program. (Continued on page 3)

Product Boosts Business, Latta Says

Associated British Pictures Corp. is in Great Britain for the past months has been "good," according to managing director C. J. Latta, who arrived here from London for a business and vacation trip. Latta, who left here yesterday for a Bermuda holiday, declared (Continued on page 2)

Moss Named to Studio Publicity

From THE DAILY BUREAU
HOLLYWOOD, Feb. 20 — Ned Moss has been appointed studio publicity representative for RKO Radio Pictures, it was announced by Wilbur Ziegler, RKO vice-president in charge of production, and Raymond (Continued on page 2)

Television Today

Page 6

'High' Credit Still Mystery

By RICHARD GERTNER

The mystery over which company's picture entitled "High Society"—that of M-G-M or Allied Artists—was meant to be nominated for the "best motion picture story" by the Academy of Motion Picture Arts and Sciences deepened yesterday.

The mix-up began on Monday night when MOTION PICTURE DAILY checked a report from its Coast correspondent that the "High Society" nominated in that category was the Allied Artists production. A spokesman for Harshe-Rotman, Inc., the Academy's agency here, informed the DAILY that this was incorrect and that the company should be M-G-M.

Then yesterday the DAILY published (Continued on page 2)

See \$35,000 for MOD At 'Spirit' Bow Tonight

The March of Dimes is expected to realize approximately \$35,000 from tonight's benefit performance of "The Spirit of St. Louis," the Leland Hayward-Billy Wilder production for Warner Bros., at the Radio City Music Hall. The entire mezzanine of the theatre has been taken over for the 9 P.M. showing. The Mary MacArthur Memorial Fund also will share in the proceeds.

Leaders of international society, including (Continued on page 2)

NSS Starts Shipments Of Sweepstakes Blanks

Shipments of entry blanks for the Academy Award Sweepstakes contest started yesterday and all exchange areas should be served by the early part of next week, COMPO was informed yesterday by National Screen Service. The first shipments of the entry blanks, which are being printed in Baltimore, were sent to West Coast and other distant points. Deliveries to other areas will be under way over the weekend.

Meanwhile, additional theatre entries continue to pour into COMPO headquarters. Twenty-five individual theatres sent in their entries yesterday.

Combine Warner Exchanges In Omaha, Des Moines

Special to THE DAILY

OMAHA, Feb. 20 — The Warner Bros. exchange here will be consolidated with the Des Moines exchange effective March 2.

Other Omaha branches which have moved to Des Moines offices recently include MGM, RKO and Republic. Frank Hannon, WB branch manager, plans to remain here as Warner representative for the Nebraska-Western Iowa territory. Warners owned its own building here.

NSS To Take Over MGM Service in England

From THE DAILY BUREAU

LONDON, Feb. 18 (By Air Mail). — In line with the present trend in distribution circles to effect economies here, M-G-M has announced that from April 1, National Screen Service will take over the supply of M-G-M trailers and service exhibitors with their advertising accessories.

Previously, M-G-M has supplied all its own trailers and dealt directly with (Continued on page 2)

Music Hall Appoints Gould Vice-President

James F. Gould has been named vice president of Radio City Music Hall Corp., it was announced yesterday by Russell V. Downing,



James F. Gould

president and managing director, following a meeting of the Music Hall board of directors. Gould has been associated with the theatre since its 1932 opening. He remains as treasurer. E. Herbert Johnson was elected assistant treasurer.

Downing also announced the appointments of Sydney Goldman, director of theatre operation, formerly theatre manager; John Jackson, director of stage operation, formerly stage manager; and Charles A. Hacker, assistant to the president, formerly manager of operations.

Zanuck Says:

Distribution Mergers Are Desirable Now

But Sees No Advantage In Studio Consolidation

By LESTER DINOFF

Veteran industry producer Darryl F. Zanuck, nearing completion of the CinemaScope and color production of "Island in the Sun," yesterday declared that he "always thought there are too many distribution companies" in the motion picture business and therefore "feels that there should be more mergers" so that costs could be cut. However, he said he sees "no advantage" in two major studios consolidating production.

Speaking at a trade press conference (Continued on page 3)

Skouras To Tell Fox Board of Loew's Talks

A report on the discussions between 20th Century-Fox and Loew's Inc., concerning a consolidation of studio space, will be presented to the board of directors of 20th-Fox by president Spyros P. Skouras on Feb. 28, it was reported here yesterday.

Skouras has been conferring with (Continued on page 3)

File Briefs with Judge In Schine Trust Suit

Special to THE DAILY

BUFFALO, Feb. 20 — Both the Schine defendants and the government have filed briefs with Judge Harold P. Burke in Federal Court here. The filing came at the end of the two weeks' period granted both sides to file memorandums in connection with the plea for a new trial.

The Schine defendants, both individuals and corporations, were found guilty of contempt by Judge Burke for not disposing of some motion picture theatres as ordered in 1949 by the late Judge John Knight.

PERSONAL MENTION

AMERICO ABOAF, Universal Pictures foreign sales manager, has returned to New York from South America.

RICHARD EDELSTEIN, Paramount's general manager in Spain, will return to Barcelona from New York on Saturday.

WILLIAM DOZIER, RKO Radio vice-president in charge of production, will leave Hollywood tomorrow for New York.

JESSE CHINICH, Buena Vista Western sales manager, will leave here over the weekend for New Orleans, Dallas and Chicago.

HERB STEINBERG, Paramount national exploitation manager, will return to New York today from Pittsburgh.

MARJORIE GEISS, film publicist, has left New York for a vacation in Cuba.

REGINALD LEACH, financial adviser to **J. ARTHUR RANK**, returned to London from New York yesterday via B.O.A.C.

SIDNEY L. BERNSTEIN, chairman of Granada Theatres, Ltd., will return to London today from New York via B.O.A.C.

Ned Moss Named

(Continued from page 1)

A. Klunc, executive in charge of studio operations.

Moss succeeds **Mervin Houser**, who resigned to become worldwide director of publicity for the Selznick Company, Inc.

A member of the RKO Publicity Department until a month ago, Moss formerly was in charge of publicity for TCF Television Productions, the 20th-Fox TV subsidiary, and worked in the Warner Bros. publicity department. Before coming to Hollywood in 1946, he was associated with the Steve Hannagan publicity firm for 12 years.

Moss checks into RKO Monday. **Adele Palmer** continues as foreign press contact for RKO.

No Paper Tomorrow

MOTION PICTURE DAILY will not be published tomorrow, Feb. 22, Washington's Birthday, a legal holiday.

Two 'High Society' Films

(Continued from page 1)

lished a story noting that the wrong writers had been credited by the Academy—assuming that the correct nomination was the M-G-M release. It was pointed out that M-G-M's "High Society" couldn't possibly be considered as an original motion picture story since it was an adaptation of "The Philadelphia Story" based on the play. If the M-G-M release had been nominated, writing credit should have gone to **John Patrick**, it was observed.

Confirmed by Academy

But yesterday the Academy confirmed that the nomination had actually been intended for the Allied Artists release. It was explained that the picture, although on company release charts for April, 1955, had been withdrawn from distribution at the request of M-G-M, which wanted to use the title for its musical production, released August, 1956. The Allied Artists' film was, however, in general release in early 1956 and thus eligible for an Academy nomination, the company said.

To return to the mystery, however, no one is able to explain why the story of Allied Artists' "High Society," a relatively minor film was nominated by the Academy. The official credit sheet of the picture lists as script authors **Bert Lawrence** and **Jerome S. Gottler**.

In a review of Allied Artists' "High Society" in **MOTION PICTURE DAILY** of April 18, 1955, the picture is described as a typical Bowery Boys' romp.

Meanwhile the controversy over

the question of writing credit for Allied Artists' "Friendly Persuasion" was renewed in Hollywood when the Writers Guild of America, West, protested the elimination of **Michael Wilson** as a nominee for a best screen play adaptation by the Academy.

The Academy had announced that the writer nominated by the Writers Guild for the screen play of "Persuasion" was "ineligible for an award." It explained that he came under an amendment to the Academy by-laws barring recognition to any person who failed to clear himself of accusations of past or present membership in the Communist party. Wilson had invoked the Fifth Amendment when summoned as a witness by the House Committee on Un-American Activities in 1951.

Another Script Used, Says A.A.

A spokesman for Allied Artists at the home office in New York yesterday reaffirmed the company's original stand that it had not used Wilson's script in production of the picture but one written later by **Jessamyn West** and **Robert Wyler**. Allied Artists released the picture without any formal screen writing credit, taking advantage of a clause in the basic contract with the guild permitting a producer to delete the name of writer who declines to clear himself of Communist associations when asked to do so upon the request of the employer or any duly constituted Congressional legislative or executive committee.

The company did this when the Guild upheld Wilson in the dispute over proper screen credit.

Good Product

(Continued from page 1)

that "business has been good because of a good run of product." The British film executive also said his company is marking its first anniversary in television and that "ABPC is enthused by the operation."

ABPC currently has three commercial stations in the United Kingdom. The first of the television stations they acquired is located in the Midlands of Britain.

Latta, commenting on the proposed consolidation of ABPC and Warner Bros. pictures in the U.K., said the matter is still in the discussion stage. He said that he expects to meet with **Wolfe Cohen**, president of Warner Bros. Pictures International, in two to three weeks upon the latter's return from Australia. He also expects to meet with officials of Allied Artists International pertaining to the consolidation, as ABPC distributes AA product in the U.K.

'U' Sues O. W. Fischer Charging Pact Breach

HOLLYWOOD, Feb. 20—Universal Pictures has filed a Federal Court suit against the German star **O. W. Fischer** charging breach of contract and seeking \$151,860 damages.

The complaint says Fischer has failed to fulfill a contract entered into last August 29 for him to perform the title role in "My Man Godfrey." The studio states it has spent \$31,860 which cannot be recouped and must spend \$100,000 more in consequence of the actor's failure to fulfill contract.

Ryan, Ray on Tour

Robert Ryan and **Aldo Ray**, now making a 7,500-mile national tour in behalf of United Artists' "Men in War," have been invited by Delaware Governor **J. Caleb Boggs** to launch the state's Heart Fund Drive. They will go to Wilmington on Saturday to headline a day-long round of campaign ceremonies.

'Spirit' to Bo

(Continued from page 1)

dustry, business, the military and arts will be on hand. Holders of tickets also will attend a champagne supper-dance, immediately after performance, at the Rainbow Room. The \$25 tickets are valid only for admission to the Music Hall's main floor.

Frank Pace, Jr., executive vice-president of General Dynamics and former Secretary of the Army, is chairman of a committee of 83 industry and science leaders in charge of arrangements for the performance. **Phil Silvers** is chairman of the Television-Radio Committee.

M-G-M to NSS

(Continued from page 1)

exhibitors. The statement issued by MGM reads:

"**Charles Goldsmith**, managing director of Metro-Goldwyn-Mayer Pictures, Ltd., and **Arnold Williams**, managing director of National Service, Ltd., announce that an agreement has been reached whereby and from the first of April, NSS will undertake to deal with the supply of trailers for M-G-M films, as well as servicing exhibitors of MGM with all advertising accessories previously supplied direct by MGM. It is believed that this step will be welcomed by the exhibitor and will result in increased efficiency and economy. It is understood other distributors are negotiating similar deals.

Loew's Dividend 25c

The board of directors of Loew's Inc., has declared a dividend of 25 cents per share on the outstanding common stock of the company, payable on March 30, to stockholders of record at the close of business on March 12, it was announced yesterday.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center
JAMES STEWART
AS **CHARLES A. LINDBERGH** IN
"THE SPIRIT OF ST. LOUIS"
In CinemaScope and WarnerColor
A Warner Bros. Picture
and SPECTACULAR STAGE PRESENTATION

IT WON'T TAKE A FULL PAGE AD TO TELL YOU...
FILMAGIC
GIVES YOU The FASTEST and BEST SPECIAL TRAILER SERVICE YOU CAN GET ANYWHERE
630 Ninth Ave. NEW YORK
1327 S. Wabash CHICAGO

Zanuck, Family Own 3,000 Fox Stock Shares

Harry F. Zanuck yesterday stated he and his family own 130,000 shares of stock in 20th Century-Fox, making him the largest single stockholder in the company.

The independent producer, when questioned about his holdings and the holdings of Howard Hughes in the company, said that he doesn't know Hughes has bought any 20th-Fox stock. "I understand that he has a holding in M-G-M," he said.

Convert Para. Lab Here to Outside Accounts

Plans for the formation by Paramount Pictures of an affiliated company which will immediately convert the Paramount New York Film Laboratory here into a major plant for high quality sound recording and film processing services were announced here yesterday by Barney Egan, president of Paramount, confirming reports made previously.

Paramount has heretofore used this laboratory to service Paramount News and the sound recording, dubbing and processing of a large portion of the company's black and white feature films and short subjects. With the continuance of Paramount News as of Feb. 15, space, equipment and personnel in this plant are being made available to outside theatrical film, television and commercial producers.

Plans call for the installation of additional laboratory equipment of the latest type, including facilities for developing and printing as well as black and white. Paramount also plans to reactivate its other large New York laboratory, located just across the East River in Queens, into a modernized service operation. These operations will be conducted as an affiliated commercial enterprise.

Dates Set Record

Universal-International has set up a record number of key and sub-key releases for several pictures over the Valentine's Birthday weekend. The company is ahead of all previous Charles Feldman sales drives, it was said.

Releases will include "The Incredible Shrinking Man," "Battle of Britain" and "Mister Cory," while there will be holdovers of "Written on the Wind," "The Great Man," "Istanbul" and others.

MPEA Meet Today

The board of directors of the Motion Picture Export Association will meet here today to further discuss a new agenda on film problems around the world. At a meeting on Thursday, the MPEA directors discussed certain details of the negotiations currently taking place with exhibitors from Denmark who desire to require American product at mutually agreeable terms.

Mergers Held Beneficial

(Continued from page 1)

at the 20th Century-Fox home office here following his arrival from London, Zanuck pointed out that "every producer thinks that distribution costs are too high and every distributor thinks that production costs are too high."

The idea of consolidating distribution with another company was once considered by 20th-Fox, Zanuck said. Charles Einfeld, 20th-Fox vice-president in charge of advertising and publicity, observed that there is governmental restriction on such mergers. "It is foolish that the government rules against this," Zanuck said, adding that "mergers such as these would be beneficial for the industry."

Sees Economy Achieved

A consolidation of distribution facilities would result in economics, but a consolidation of production would not accomplish anything, Zanuck opined. "It depends on the number of pictures made, but I can see no great savings from this standpoint at all," he said, adding that "there may be something in having two companies use one lot for production." Overhead, for one thing, would be cut down, he said. 20th-Fox is currently discussing such a production consolidation with M-G-M.

Skouras to Tell Fox

(Continued from page 1)

officials at Loew's here regarding 20th-Fox's leasing of studio space at M-G-M under long-term agreements. Twentieth had previously discussed this proposal with Warner Bros. Pictures, but an agreement between the companies could not be reached.

Allied Artists Names Two Branch Managers

From THE DAILY Bureau

HOLLYWOOD, Feb. 19.—The appointment of new branch managers for Allied Artists in Dallas and Milwaukee were announced at the company's four-day division managers meeting here by Morey R. Goldstein, AA vice-president and general sales manager.

Sol M. Sachs, former RKO Southwestern division manager, has been named branch manager in Dallas, succeeding William Finch, who has resigned. George Devine, former Milwaukee assistant branch manager for Paramount Pictures, will be branch manager of the AA Milwaukee exchange.

'Beau James' Title Wins

HOLLYWOOD, Feb. 19.—Producers Mel Shavelson and Jack Rose, reporting on returns from exhibitors, columnists and newspaper editors circulated in a referendum to determine whether "Beau James" or "Love Me in December" is the preferable title for their Bob Hope-Vera Miles

Zanuck is in New York for conferences on the distribution and promotional plans for his \$3,000,000 production of "Island in the Sun," wholly financed by 20th-Fox. He said that he expects the picture to open between May 30 and July 4 and anticipates no difficulties due to the handling of the racial mixture theme in the picture. Zanuck also said that he expects to discuss his forthcoming production program, which includes such pictures as "The Sun Also Rises," "The Marine Corps Story," "The Josef Stalin Story," "Compulsion" and "The Day Christ Died." He said that he will also attend the company board meeting next week in his new capacity as a 20th-Fox director and finance committee member.

Admires British Facilities

Zanuck had high praise for the high quality of top technical and studio facilities available in Britain, where his forthcoming picture is being readied. He said that the top flight quality technicians there are equal to those in Hollywood. He said he is busier as an independent producer than he was as head of a studio, but under no circumstances would he return to an executive studio post anywhere.

Confirm S. W. Talks on Disposal of Cinerama

Discussions concerning sale of the Stanley Warner Corp.'s interests in Cinerama, Inc., and in the production and distribution of Cinerama product, have been held with Technicolor, Inc., in recent weeks, it was confirmed here yesterday by a top company executive.

The S-W official pointed out that his company, under the terms of a Federal Court order, must dispose of its interests in Cinerama, Inc., by Jan. 10, 1959. The last annual report of Stanley Warner Corp. showed that SW's investment in Cinerama, Inc., totals 850,100 shares of common stock. If the stock cannot be disposed of by that date, it is to be deposited under a voting trust agreement which may thereafter remain in force until Dec. 31, 1960, at which date SW must dispose of the stock.

It was reported that SW is seeking between eight to 10 million dollars for its interests in Cinerama production, distribution and exhibition.

Discussions have also been held on the disposal with Robin International, which holds Cinerama exhibition rights in several foreign countries.

picture based on the life of the late James Walker, disclosed the vote running 1,140 to 235 in favor of "Beau James."

Shavelson and Rose state they will make this type of canvass standard procedure in future production, not only as to titles but as to other decisions also.

Am-Par Changes Name; Now AB-PT Pictures

From THE DAILY Bureau

HOLLYWOOD, Feb. 20 — Irving H. Levin, president, today announced a change in the name of his company from Am-Par Pictures Corp. to AB-PT Pictures Corp. to achieve closer identification with the parent company, American Broadcasting - Paramount Theatres, Inc.

N.J. Exhibitors

(Continued from page 1)

given to the New Jersey state bill, recently passed by both houses and now awaiting Gov. Meyner's signature, which will allow bingo to be played in New Jersey. The bill provides that the State Commission regulate the rate of rental of premises where bingo will be played and the exhibitors saw that their theatres could be rented out at rates set by the State Commission for the playing of bingo as a means of added revenue.

The Federation also took up other state bills, among them being one pertaining to Sunday sales, and saw that it did not affect theatre operations. It approved a proposal to send out a questionnaire to all New Jersey theatres seeking operational information, and discussed the issuing of a state pass good in all theatres throughout the state.

Cooperative advertising and the use of radio advertising in the state for the purpose of announcing new films was also taken up.

Say ENIC To Continue Exhibition-Distribution

From THE DAILY Bureau

ROME, Feb. 20 — The Treasury Minister Giuseppe Medici, in a meeting with the undersecretary of entertainment, Giuseppe Brusasca, has assured him that in the government's reorganization program for ENIC (Ente Nazionale Industrie Cinematografiche) it will not discontinue the company's current exhibition-distribution activity. It was said that the Treasury will "consider any chance to preserve ENIC in line with the proposals of the liquidators entrusted with the financial settlement."

ENIC, which owns more than 150 theatres, has plans to quit production and distribution and reduce its exhibition plant to a few important theatres. In that event the company would have to dismiss as many as 1,300 employees.

The deficit of ENIC is estimated at \$12,000,000. Bank loans are approximately \$15,000,000 with interest amounting to approximately \$1,000,000 yearly.

In its program of reorganizing the film industry, the Italian government plans also to merge the Cines Statal Producing Company, Inc., with Cinecitta Studios.

AND TODAY
JAMES
THRILLS
CHARLES
THE WO



There has been no such
close-up of the heart of
a man, and an era--

THE SPIRIT OF AT RADIO CITY MUSIC HALL

BASED ON THE PULITZER PRIZE BOOK BY
CHARLES A. LINDBERGH IN CINEMASCOPE AND WARNER COLOR

STEWART
THE WORLD AS
LINDBERGH IN
D PREMIERE OF

ST. LOUIS



*...as
the
world
held
its
breath - -*



SCREEN PLAY BY
AND WENDELL MAYES · LELAND HAYWARD · DIRECTED BY
BILLY WILDER

MUSIC COMPOSED AND
CONDUCTED BY FRANZ WAXMAN

PRESENTED BY
WARNER BROS.

NOW is the time to get into the Academy Awards Sweepstakes!

Nominated for an "Oscar"

A CITY DECIDES

The Dramatic Story of How St. Louis
Integrated Its Schools



See It On

NBC-TV

Saturday, February 23

On WRCA-TV at 2 P. M. EST

On NBC Network at 5 P. M. EST

Produced for the Fund for the Republic by Charles Guggenheim & Associates and presented on TV under the auspices of the National Conference of Christians and Jews.

Televisión Today

Who's Where 'Comedian' Causes Talk

By SAMUEL D. BERNIS

Jones Scovern, vice-president of Peters, Griffin, Woodward, Inc., radio and television representative firm, was elected treasurer of the company at the February meeting of the Board of Directors. He joined Peters, Griffin and Woodward in 1943, coming from Station KSD in St. Louis and the "St. Louis Post Dispatch."

□

H. W. (Hank) Shepard, formerly director of special projects for the NBC Owned stations, has returned to that position with enlarged responsibilities after concluding a special assignment as director of business development for California National Productions, Inc.

□

Charles C. Barry, vice-president in charge of TV for Loew's, Inc. has announced the appointment of Richard A. Harper as general sales manager of MGM-TV. His new duties will include supervision not only of sales of the company's feature films to TV stations, but will also encompass supervision of selling of TV commercials and TV film shows.

□

Joseph Curl has been appointed to the sales staff of WABC-TV, it is announced by Joseph Stamler, sales manager of the ABC flagship station. Curl was most recently with NBC television network sales, and prior to that was sales manager of WOV for three years.

□

Sherman Adler has been named account executive for sales development in the New York office of CBS Television Spot Sales, John A. Schneider, general manager, has announced.

□

Edward R. Kenefick has joined the television sales staff of NBC Spot Sales, it was announced by Jack Ryan, manager of Eastern Television Spot Sales for NBC Spot Sales.

NTFC To Demonstrate New Film Stocks Feb. 28

Visual demonstrations of newly developed raw film stocks and newly perfected laboratory processes will be presented at the next luncheon meeting of the National Television Film Council. It will be held Thursday, Feb. 28 at noon, at the Hotel Delmonico, it was announced yesterday by Dr. Alfred N. Goldsmith, NTFC president.

To demonstrate the new film, E. M. Stifle, of Eastman Kodak Co., will use a dual-projector, two-screen system to show by means of simultaneous screening the difference between the old and new raw stock. Following this display, Paul Kaufman, of Du-Art Film Laboratories, will ex-

HOLLYWOOD, Feb. 20. — house 90's presentation of "Comedian" on the CBS-TV network has provided a provocative conversation piece for those identified with alleged prototypes of the agreeable titular character.

Typical of such conversations one held with Seymour Berns (no relation to this reporter, or the producer bearing the same surname) whose association as director of Skelton's shows for the past two seasons, the recent Jack Benny program other important presentations such as the Ford Star Jubilee and Showe Stars, and his intimate friendships with other comedians on both coasts qualified him for the following comments.

"All comedians are nervous. Benny is a worrier. Skelton has to tell jokes. . . . There's no room for lightweights, or middle weights in the comedian class. You've got to be a heavy weight to stay on top. Remember, everytime a top comic gets up to do a show, he's putting a million dollars on the line for his stake to stay on top.

Calls It 'Toughest Job'

"If a comic gets out of sorts, because he's nervous about the toughest job in show business—making a laugh. . . . There are comics who know how to take advice, and then there are those that can't. Those that can't are the ones that can survive the challenge."

"As a director, I find it important to generate a feeling about having a great, funny show everytime we go to bat, especially when the script needs strength. A comedian needs confidence in his material, and can generally overcome script or situation weakness with careful direction of his known expressions or gestures. A comedian should also be guided when to stop being funny; and the most important contribution a director can make on a comedy show is proper timing and pace of the material," Berns pointed out.

The director also disclosed the contents of a wire sent by Red Skelton to Mickey Rooney, star of the Playhouse 90 offering, with a warning jest that "If you're telling the story of my life, I'll sue."

plain the new jet spray processing method, using a filmed demonstration of this latest process to point out its advantages.

Also on the program will be a representative of the motion picture film division of E. I. Du Pont de Nemours and Co. who will speak briefly about the most recent developments in Du Pont film stock.



NON-STOP . . . to the heart of America

At 7:52 on the rainy morning of May 20, 1927, a 26-year-old unknown aviator took off from Roosevelt Field on Long Island. Thirty-three hours and 32 minutes later a hero landed at Le Bourget airdrome in Paris.

While America held its breath, Charles A. Lindbergh became the first man in history to solo the Atlantic. On that day, it has been said, the airplane came of age.

And on that day a legend was born, too. Shy, modest, unassuming . . . Lindbergh became the greatest hero of the age of heroes, yet he remained unaffected. As a result, he became a living symbol of courage, vision and integrity to all people all over the world.

Nearly 30 years later, Lindbergh retold the story of that epic flight. And he carefully picked the audience he wished to reach. There was no bidding. Lindbergh had singled out *The Saturday Evening Post*.

Lindbergh didn't want his story to get a quick once-over. He wanted it to be read, en-

joyed and remembered. He wanted to reach *interested* and *responsive* people. He wanted to reach Post families.

Now, the film story has been produced by Leland Hayward, directed by Billy Wilder, and is being released by Warner Brothers. Starring Jimmy Stewart, it opens today in New York's Radio City Music Hall.

Unquestionably, the very people who were thrilled by this story on the pages of the Post will be the first in line under the marquees all over the country. For the excitement is freshest in their minds. Their anticipation is greatest. Their interest is keenest.

This is one of the many reasons why the Post is such a perfect place for motion-picture advertising: it gets to the families that are most interested in the stories that interest producers most. (Remember: Hollywood films more stories and articles from the Post than from any other magazine.)

The Post gets to the heart of America.

The Saturday Evening
POST

America reads the Post

SOON...
IN
THE
TRADITION
OF
THE
HIT-
MAKER...

Samuel
Fuller's

China gate

CINEMASCOPE

STARRING

THE WONDERFUL TALENT OF Gene Barry...

THE BRILLIANT YOUNG PERFORMER Angie Dickinson...

AND THE OUTSTANDING ARTISTRY OF Nat "King" Cole IN HIS FIRST DRAMATIC ROLE

WRITTEN, PRODUCED AND DIRECTED BY Samuel Fuller

A GLOBE ENTERPRISES PRODUCTION RELEASED BY 20TH CENTURY-FOX

WATCH FOR IT FROM 20th!



MOTION PICTURE DAILY



81, NO. 37

NEW YORK, U.S.A., MONDAY, FEBRUARY 25, 1957

TEN CENTS

e Support

COMPO Asks ESMA, NAC to Join It

Both Groups Leaving Union to Individuals

Council of Motion Picture Operators has approached the National Association of Concessionaires Theatre Equipment Supply Managers Association concerning membership in the industry association was reported here at the week-
Leo Koken, president of NAC, COMPO's special counsel, Robert Coyne, had sent him a letter on the

en said his organization as a cannot join COMPO, but that has gone on record recommending (Continued on page 7)

Illarama in Phila; holds Setting Dates

By M. H. ORODENKER

PHILADELPHIA, Feb. 24 — Al Larama, who introduced his Thriller at the Fox Theatre here at the weekend told MOTION PICTURE DAILY he is continuing as a "one man operation" for the industry in personally handling national distribution and did everything else connected with the process. He said he has been booked in Florida, Mississippi, the Interstate (Continued on page 7)

Begins Talks on Subscription Television

From THE DAILY Bureau
WASHINGTON, Feb. 24 — The Federal Communications Commission Thursday began discussing what it would do about subscription television. Members said the discussion was (Continued on page 4)

Brylawski Will Oppose Minimum Wage Extension

A. Julian Brylawski, chairman of the national legislation committee of the Theatre Owners of America, will appear before a Senate Labor Committee hearing in Washington today in opposition to the extension of the minimum wage hour law to ushers in interstate circuit theatres, according to a TOA official.

Brylawski will also appear before the House Labor Committee to oppose the labor ruling when that committee meets on Friday in Washington, it was said.

2,500 Enter Sweepstakes

The widespread publicity given by newspapers throughout the country to the Academy Award nominations this week has stimulated interest in the Academy Award Sweepstakes contest, according to Robert W. Coyne, special counsel for COMPO. Entries from 53 individual theatres in 20 states came in just before the holiday, bringing (Continued on page 4)

American International Heads Find:

Film Tastes of Young People Lean to Cars and Rock 'n' Roll

By FLOYD STONE

Speaking to showmen during 30,000 miles of recent traveling, James Nicholson, president, and Samuel Arkoff, vice-president and general counsel of American International Pictures, find certain definite changes in taste, which they described to newsmen late last week at the Astor during a business visit from the Coast.

Although basic formulas remain the same, people and especially young people prefer different dressing, and are looking for the thrill. To westerns and horror elements there has been added cars and rock and roll.

Nicholson and Arkoff, whose company sold ten pictures last year and

Republic's Annual Report

Yates Sees \$20 million In Post-'48 TV Sales

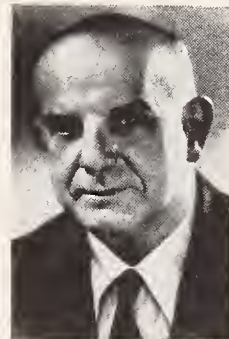
210 More Films Available; Will Merge Exchanges Abroad With Independents

Sale to television of an additional 210 Republic pictures made since 1948 for an estimated \$15,000,000 to \$20,000,000 is in prospect "as soon as conditions permit," H. J. Yates, Republic president, informs stockholders of the

company in a message accompanying the annual report for the fiscal year ended Oct. 27, 1956, and released last Thursday.

Yates said the original production cost of the 210 pictures, in excess of \$70,000,000, has been substantially amortized.

Yates predicted substantial improvement (Continued on page 4)



H. J. Yates

Approve Philippine Fund Transfer on Conditions

The monetary board of the Central Bank of the Philippines has approved a remittance abroad of 60,000,000 pesos held in blocked accounts in the islands by foreign firms and nationals of the Philippines provided that the transfer is carried out under one of two conditions, according to the Philippine Association here.

The conditions are that blocked pesos be used to purchase Philippine mines and gold bullion up to the (Continued on page 4)

Report Business Good In Central America

Motion picture business for American companies in Central America is good and will continue to hold up in that market, Robert Corkery, vice-president of the Motion Picture Export Association, informed the MPEA directors at their meeting here at the weekend.

Corkery said he foresees no political (Continued on page 4)

Televisión Today

Page 6



CALL PATHE NOW FOR EVERY FILM NEED: IN B&W OR COLOR
Speed, Quality and Service at Low Cost • Specializing in 35mm Color
Developing • Dailies • 16mm Color
Prints • Precision Opticals • Title
Stand Work
LABORATORIES, INC.
NEW YORK AND HOLLYWOOD

PERSONAL MENTION

CARD WALKER and LARRY GRABURN, Walt Disney executives, arrived in New York at the weekend from the Coast.

LOUIS A. NOVINS, secretary of Paramount Pictures, returned to Hollywood over the weekend from New York and Washington.

HANK FINE, publicity director for Sol Lesser Productions, has arrived here from the Coast.

PHILIP WAXMAN, producer, has arrived in New York from Hollywood.

HARRY FOSTER and a Columbia Pictures production crew, will leave here today for Panama.

ROCK HUDSON arrived in New York on Friday for a one-week stay.

PETER PERAKOS, Sr., and JOHN PERAKOS, assistant general manager, of Perakos Theatres Associates, New Britain, Conn., will return there on March 1 from Clearwater, Fla.

WILLIAM DOUGHERTY, Connecticut district manager for Lockwood & Gordon Theatres, has returned to Hartford from Cuba and Puerto Rico.

TED RICHMOND, head of Copa Productions, has returned to New York from England. He will leave here by plane on Wednesday for the Coast.

N. E. Drive-In Unit Plans Meet March 19

Special to THE DAILY

BOSTON, Feb. 24.—New England Drive-in Theatres Association, a unit of national Allied and locally of Independent Exhibitors, Inc., of New England, will have a day-long luncheon meeting on Tuesday, March 19, at the Hotel Bradford, starting at 10:30 A.M. Film clinics will be held in the morning to be followed by concessions clinics after luncheon.

Panelists in the morning session will be Arthur K. Howard, Al Daytz, Julian Rifkin, Melvin Safner and others. Discussions will be on trade practices, buying and booking, availabilities and clearances, and print problems. Panelists in the afternoon session will be Philip Lowe, Nat Buehman, Mel Wintman, John Fitzgerald and others when discussions will be on new equipment for increased efficiency, playgrounds, new food products, prices and merchandising aids.

'Louis' Bows At Music Hall

Leaders of international society, industry, government, the military and the arts last Thursday night attended the March of Dimes world premiere benefit performance of "The Spirit of St. Louis," the Leland Hayward-Billy Wilder production for Warner Bros., at the Radio City Music Hall. The showing was followed by a champagne supper-dance at the Rainbow Room in Rockefeller Center.

The March of Dimes realized approximately \$35,000 from the performance. The Mary MacArthur Memorial Fund will share in the proceeds. The entire mezzanine of the Music Hall was taken over by the March of Dimes for the 9 P.M. showing.

Frank Pacc, Jr., executive vice-president of General Dynamics and former Secretary of the Army, was chairman of a committee of 83 industry and society leaders in charge of arrangements for the performance.

Two Title Appeals on MPAA Board Agenda

The board of directors of the Motion Picture Association of America will consider two appeals on title registrations and a budgetary problem at their meeting here tomorrow, it was reported by the MPAA.

The company presidents will hear two title appeals by Universal, one dealing with "The Curse of Frankenstein" and the other with "Stalin Is Alive," the latter title said to be similar to the "Josef Stalin" title registered by producer Edward Golden.

It was reported early last week that the MPAA board will also discuss exhibition requests for a joint industry meeting on arbitration. It was also noted then that the national distribution committee of the MPAA will also meet tomorrow on this matter and others, which includes the election of a new chairman.

Six in '57-'58 Planned By Globe Enterprises

HOLLYWOOD, Feb. 24 — With completion of agreements with 20th Century-Fox on "Woman With a Whip," Samuel Fuller's company, Globe Enterprises, has expanded its 1957-58 production schedule to six major features.

The recently completed "China Gate" also is a Fox release. "Run of Arrow" and "Big Red and I" are to be RKO releases through Universal-International. "Iron Kiss" and "Cain and Abel" also are on the 1957-58 agenda.

20th-Fox Memorandum On Magoptical Print

Twentieth Century-Fox has prepared a memorandum on the magoptical sound release print, based on the recommendation of the Motion Picture Research Council, for its executives, sales and field staff.

The memorandum describes magoptical sound and the dual purpose prints, gives the location of the optical track on the CinemaScope print, and details the equipment requirements for such prints.

In the equipment requirements section, 20th-Fox states that the prints with magoptical sound have CinemaScope perforations and require projector sprockets with narrow teeth. The prints can play either four track magnetic stereophonic, requiring magnetic sound heads, four pre-amplifiers, four main amplifiers, three stage speakers and surround speakers; optical, requiring an optical sound head, one pre-amplifier, one main amplifier and one stage speaker; optical sound-directional, requiring an optical sound head, one integrator, three pre-amplifiers, three main amplifiers and three stage speakers.

Code Seals Granted in '56 Increase 10%

The Production Code Administration granted Code seals to 337 feature length motion pictures in 1956, an increase of 10 per cent over the 1955 amount, according to the Motion Picture Association of America. The MPAA said that the Code Administration required 78 features in 1956 to be reedited or revised.

The Code group also awarded Code seals to 259 short subjects in 1956 as compared to 334 during the previous year. They also serviced 609 new or revised scripts for features as compared to 600 in 1955 and 369 of the scripts in 1956 were new material, an increase of 10 per cent over 1955, the MPAA said.

Sindlinger Exhibition

RIDLEY PARK, Pa., Feb. 24.—Albert Sindlinger, president of Sindlinger and Co., Inc., will give a demonstration of his interview techniques for research analysis for the press here on Friday. He will use the past year's analysis of George Stevens' "Giant" as a demonstration of the kind of work done for motion pictures.

'Delinquents' Record

"The Delinquents" has registered the "greatest opening business ever done by a United Artists release in Kansas City" with a one-day take of \$3,853 at the Fairway, Esquire, Granada and Uptown Theatres, according to UA.

... NEWS ROUNDUP

Hamid Leases A. C. Theatre

George A. Hamid has leased the 2,000-seat Stanley Theatre on the boardwalk at Atlantic City, N. J., 12 years. Hamid, who sub-leased the house from Stanley Warner, plans extensive improvements to the theatre.

Canadian Publication Folds

"The Canadian Moving Picture Digest," oldest film trade magazine in Canada, published its last issue at the weekend and has now been incorporated into the Canadian Film Weekly, published by Film Publications Canada, Ltd., Toronto.

Visual Conference Slated

The second visual communication conference, sponsored by the Art Directors Club of New York, will be held May 28-29 at the Waldorf-Astoria Hotel according to William Schneider, chairman of the Conference and vice-president and creative head of Donahue & Coe, Inc.

Honor DeMille Today

Cecil B. DeMille will be honored today for having produced "The Ten Commandments" by B'nai B'rith America's oldest and largest Jewish service organization, at a luncheon at the Hotel Sheraton-Astor here.

UA-Pratt Conference Today

Max E. Youngstein, vice-president of United Artists, and Ralph V. Sterling, vice-president of Pratt Institute, will hold a press conference here today at Sardi's Restaurant to announce a new project to be jointly undertaken by UA and Pratt Institute. The conference will be followed by a cocktail reception.

'Men in War' Opening

United Artists has set a motion picture 155-keydate saturation program across the country over a two-week period which began yesterday for Security Pictures' "Men in War."

"I WANT A GIRL!"

There's a good job waiting for a capable secretary in the advertising department of a major company. Drop me a line about yourself.

Box 16, MOTION PICTURE DAILY
1270 Sixth Ave. New York 20

THEE PLEASURES US IN A HUNDRED WAYS

We at Allied Artists are proud of the recognition given "Friendly Persuasion" by the industry's creators and craftsmen whose support resulted in the William Wyler production receiving six Academy Award nominations.

Our heartiest congratulations go to Mr. Wyler and to all whose efforts made this achievement possible.

We are grateful to the members of the press whose columns of "friendly persuasion" helped spread the good word about the picture to the movie-goers of the world.

And to our exhibitor friends, Allied Artists gives assurance that "Friendly Persuasion" is indicative of the company's new era and strengthens our determination to continue to deliver motion pictures of the highest entertainment quality.

Sweepstakes

(Continued from page 1)

the total close to the 2,500 mark. "Our exchange area committees," Coyne said, "have succeeded in obtaining the cooperation in the promotion of a number of newspapers in the major cities of the country with the result that we are assured of day-to-day coverage in those areas. This should not only result in better box office during the contest but should focus the attention of the public in general on the fine product now being shown on the nation's screens."

Score 'Seamy Side' of U. S. Shown in Films

From THE DAILY Bureau

WASHINGTON, Feb. 24 — The U.S. Advisory Commission on Education said one of the problems of the government's overseas information program is the fact that U.S. films, books and other media often give so poor a picture of this country.

The Commission keeps an eye on the U.S. Information Agency and suggests ways to improve its effectiveness. In its latest report to Congress, the Commission listed certain factors that "stand in the way of acceptance of USIA's messages around the world."

One of the items listed by the

Yates Sees \$20 Million in Late TV Films

(Continued from page 1)

ments for all divisions of Republic—motion picture, television, Consolidated Film Laboratories and Consolidated Molded Products during 1957.

Production, he said, will continue to be concentrated on pictures averaging \$150,000, of which 16 were produced since last July 1. In addition deals will be made with independent producers who will provide their own financing and use Republic studio facilities and distribution.

Rentals of stages and production facilities at the studio for theatre and television films provided \$944,000 on the last fiscal year, which Yates believes can be increased to \$1,500,000 this year.

He said Republic expects to complete negotiations by July 1 next for the merger of all of its foreign distributors abroad. Already completed in

Commission in this connection was this: "The unflattering, seamy side of U.S. life is often vividly portrayed by motion pictures, paper-back books, and other U.S. commercial media. Acceptance of such media abroad, and belief in their sensationalism by people who have little else to judge us by, severely limits the acceptance of USIA's less sensational, but far more accurate picture of life in the U.S."

England, Yates said the result was a saving of more than 50 per cent. Existing domestic exchanges will be continued and their product will be augmented by films from England, Germany, Italy and France.

The domestic distribution economies effected by Republic since last July 1 reduced operating costs by approximately \$3,000,000 annually and "further savings are planned during the next six months," Yates said.

TV Commercials Profitable

Republic's Hollywood Television Service subsidiary realized a gross income of \$500,000 last year on the production of television commercials, a new activity for it. This should be increased to more than \$1,000,000 this year, Yates said.

A substantial increase in profits for CFL is expected this year from developing and printing for the television industry. A total expenditure of \$4,-

663,733 for new laboratories, equipment and stages and production facilities has been made in past four years, the stockholders were told.

"A 20 per cent increase in gross volume, along with improved profit margins" is expected for CMP in 1957. The outlook for the last six months of the year is for "greater profits for the public than any other similar period in its history."

As reported in MOTION PICTURE DAILY of Feb. 4, net profit for the 1956 fiscal year after all charges and taxes was \$758,401, compared to \$919,034 the previous year. Gross revenue for the fiscal year amounted to \$42,236,305, as compared to \$36,210,999.

Current assets amounted to \$15,701,688, of which \$2,006,642 was cash. Current liabilities were \$1,227,821, leaving working capital of \$7,474,000.

Christopher Short Put On Exploitation Bill

READING, Pa., Feb. 24.—The Plaza Theatre here is advertising a program of seven exploitation pictures as "first run hits" for "adults only" and on the same bill a Christopher short called "You Can Change the World," which was first released several years ago. The Christopher short stars Bing Crosby, William Holden, Bob Hope, Ann Blyth, and Loretta Young, whose names are featured in the Plaza ad.

Other exhibitors in this area have expressed concern over the advertising—particularly in the face of increased activity in the state legislature to reintroduce film censorship laws. These exhibitors feel that their chances for defeating this legislation are considerably lessened by such programs and advertising.

In New York at the weekend Father James M. Keller, head of the Christophers, said that the booking of the short by the Plaza was completely unauthorized.

Stanley-Warner's Bank Loans at \$17,575,000

Stanley Warner Corp. has borrowed \$17,575,000 from six banks to discharge outstanding notes held by such banks and has also established a credit fund of \$9,925,000 for corporate usage, a report to the SEC reveals.

The \$11,575,000 loan was made last January under agreements with the First National Bank of Boston, New York Trust Co., Guaranty Trust Co., Bankers Trust, First National City Bank of New York, and Fidelity-Philadelphia Trust Co. The credit fund was set up with these six banks, plus two others.

It was also reported that two separate stockholder derivative actions against Stanley Warner were consoli-

Philippine

(Continued from page 1)

total amount of 50 per cent of the combined output of local gold mining companies. This bullion then may be resold to the Central Bank at \$100 per ounce with the proceeds from such sales to be remitted abroad fully and freely.

The blocked pesos may also be used to cover expenses accrued in the production and filming of motion pictures in the Philippines for worldwide distribution.

FCC Begins Talks

(Continued from page 1)

"very preliminary," with no decision reached. They added that it would probably take quite a few more meetings before a decision was made, and that the Commission probably would not return to the subject until the week of March 4.

Thursday's discussions covered technical and legal problems, a description of the various systems, and an analysis of the pros and cons.

Central America

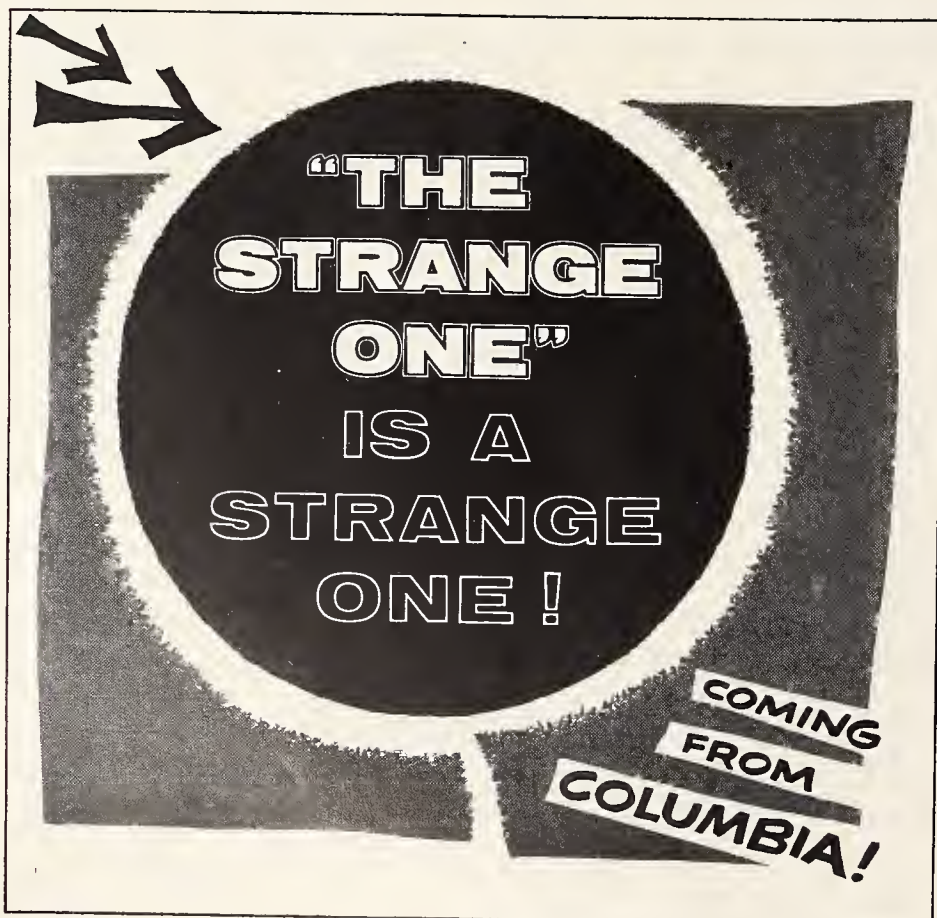
(Continued from page 1)

cal problems or any others which will effect the industry.

The MPEA board also took favorable consideration of an increase in wages for company personnel in Brazil, rejected a proposal calling for support of the national newsreel in Uruguay, and decided to work out remittance problems in Colombia.

The directors also discussed the Danish situation and a remittance resolution in the Philippine Islands.

dated by court order. The actions were commenced by stockholders Charles Feldman and William B. Weinberger.



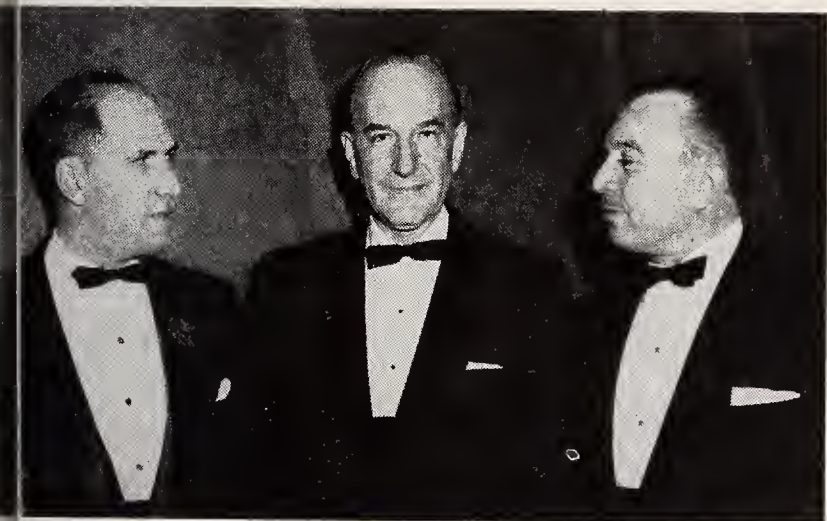
"The Spirit of St. Louis" In Gala Bow!

ONCE again New York was thrilled by "The Spirit of St. Louis," this time at the exciting world premiere of the picturization of Charles A. Lindbergh's epoch-making trans-Atlantic flight before a celebrity-studded audience at the March of Dimes formal benefit performance at Radio City Music Hall last Thursday night. MOD took over the entire first mezzanine for the event with tickets priced up to \$100 a seat. The showing of the Leland Hayward-Billy Wilder production for Warner Bros., starring James Stewart as Lindbergh, was followed by a champagne supper-dance at the Rainbow Room.

The Mary MacArthur Memorial Fund shared in the proceeds of the event.

"The Spirit of St. Louis," which was produced in CinemaScope and WarnerColor, will be released nationally at Easter.

The photo at the right shows Mary Martin and Leland Hayward arriving at the theatre just prior to the opening of the performance.



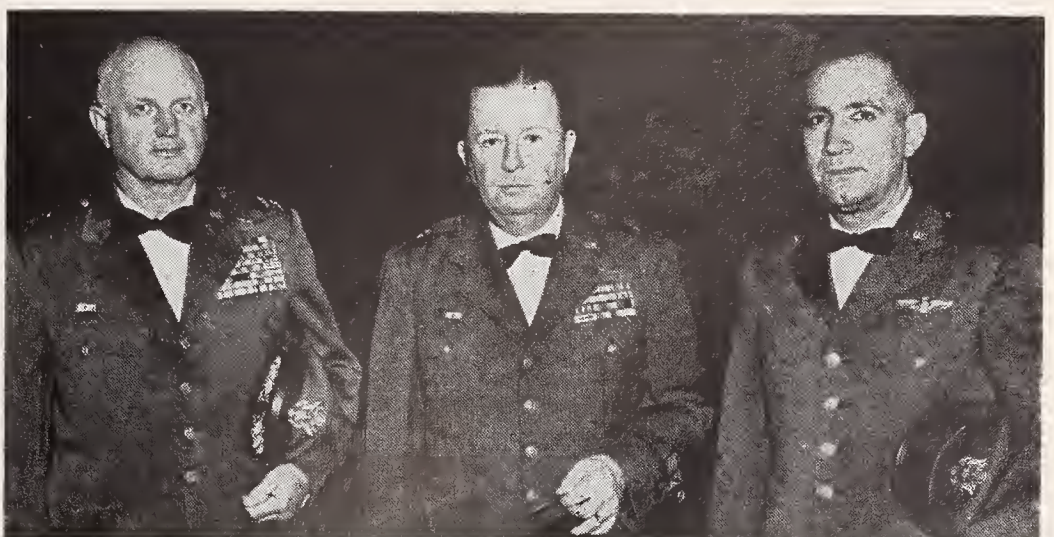
Arriving at the Music Hall are, left to right, Robert S. Taplinger, Brothers vice-president and director of public relations; Russell Downing, president of the Music Hall, and Bernard R. Goodman, WB office executive.



Among the celebrities attending were Charles Van Doren, television's biggest quiz-money winner, and Lee Ann Meriwether, "Miss America" contest winner and a popular TV personality.



Gus Fairbanks and Mrs. Fairbanks snapped as they arrived for the gala event.



The U. S. Air Force was represented by Gen. Chester E. McCarty, Brig. Gen. Hoyt Prindel and Capt. Dan Smoak.

(Advt.)

PEOPLE

Kermit Russell, former film salesman for Universal, Paramount and most recently city sales manager for RKO Radio in the Chicago area, has joined the Distributors Corporation of America sales staff. He will serve as Midwest district manager covering the Chicago, Detroit, Milwaukee and Minneapolis areas.

Ilya Lopert, president of Lopert Films Distributing Corp., was awarded The Cross of Chevalier of The Legion of Honor at a ceremony and reception in the Victoria Room of the Carlyle Hotel here. Jean De Lagarde, Minister Plenipotentiary and General Consul of France represented his government in presenting the award.

John Sabat, with a record of 33 years service as booker for RKO Radio in Cleveland, has joined the Paramount booking department, where he will work in association with Irwin Sears and Sheldon Schermer.

Dr. A. W. Trueman, Canadian National Film Board commissioner, has been elected president of the Canadian Writers Foundation.

Dick Fenwick, manager of the Malco Theatre, Camden, Ark., has been named chairman of the Heart Fund Drive in Ouachita County.

Film Tastes

(Continued from page 1)

bles force indoor theatres to double. The bills they "package" are no longer than the three hours in recent single bills, they aver.

Titles and content mean more than stars, they say; and assert the exhibitor who once asked "who's in it?" now asks "what's the title." They have a stable of teenage stars.

They begin work March 12 on "I Was a Teen Age Werewolf" which they say is one of their better titles, combines horror, rock and roll, and only needs horses. They do market research for their promotional press-books and other literature, and titles, at three San Diego theatres, they say. They plan double bill promotion from script onwards.

Circuit heads judge public taste better than individual exhibitors, they also say they have discovered.

This is the day of the "blockbuster" or the strongly titled, excitingly produced inexpensive picture, they find. The latter, they said exhibitors can testify, is playing between the big pictures, playing downtown first runs, and during a product shortage saving some showmen.

See Merger Hearings

WASHINGTON, Feb. 24—A House judiciary subcommittee decided to start hearings the week of March 4 on legislation requiring large firms to give the government advance notice of their merger plans.

Television Today

English ABC-TV Plans Co-Production Program

LONDON, Feb. 21 (By Air Mail). ABC Television, a subsidiary of Associated British Picture Corp., is to combine with American companies to produce TV films at Elstree studios for the home and overseas markets.

Managing director Howard Thomas announced this at a press conference to mark the first anniversary of the opening of the Midlands commercial television station. The new films, he said, would be of an international nature bearing in mind the needs of each market.

Joint production, he added, guarantees the necessary distribution, but playwrights, actors and technicians will be engaged and will have an audience not only in this country, but in the United States and Canada as well. What the American public likes is action, excitement and as little dialogue as possible, said Thomas.

He also revealed that the amount of imported films they were permitted to show was restricted to one hour a day. ABC Television, in association with Associated TeleVision, recently purchased seven one-hour John Wayne westerns from Hollywood Television Services, a subsidiary company of Republic Pictures.

Reviewing the first year of ABC Television operations, Thomas said that they were now making a "modest weekly profit." 1,650,000 homes were now able to receive their programmes and by the end of the year they expected the total to be 3,000,000.

Anti-Toll TV Head Hits Report on Area Trials

Philip F. Harling, co-chairman of the Against Pay-As-You-See TV Committee, issued the following statement last week in response to what he said were requests for comment on an unconfirmed report from Washington that "under consideration is a plan by which the Senate Interstate and Foreign Commerce Committee's staff will recommend to the FCC that toll tv be established in certain areas on a trial basis:

"We feel that the recommendations of the Staff Committee of the Senate Committee, has no basis in fact or in law, and the staff report of the Senate Committee admits that the question of legality is clouded. It is also admitted that the testimony, in relation to public interest and broadcasting, has not been fully read. Since it will take at least a year to read, how can any recommendation be made without knowing the facts at this time?"

An executive session of the Senate committee is scheduled to be held in Washington on Wednesday at which time, it is possible, some action preliminary to a recommendation to the FCC could occur.

IN OUR VIEW

IN the "New York Times" last appeared an intelligent and fully researched reporting of current difficulties which appear facing the television market—in as the production and sale of receivers is concerned. It is pointed out in article in question, as is generally known in the field, that the manufacturers almost without exception over-inventoried on television that their warehouses are glutted that they already have gone to unhappy recourse, the layoff of hundreds of employees. In some these layoffs have totaled into thousands, although it is devoutly hoped that the necessary economic expedient is only temporary.

However, temporary or not, in situation the industry must face, that means the whole industry of vision, not alone the set manufacturers, wholesalers and retail purveyors of receivers. Whether the cause of dull market is the uncertainty in the mind of prospective purchaser by the necessarily somewhat obnoxious color television situation, or whether the reason lies in the portable splurge, which has boomeranged to an extent on the market, is not of much consequence. The basic fact remains that the weakness exists. Certainly, as the "Times" article points out, market saturation is untenable an answer. There are not nearly many television sets in homes as there might be.

It is apparently a fact that television set manufacturers will have to re-gear their thinking along realistic lines, and that without much delay. Over-production—or over-consumption—makes for an unstable, unsatisfactory and fear-gendering condition which is essentially harmful, especially if it be permitted to carry on for too long period of time.

Over and above that, however, the important factor of the type quality of entertainment material which the public "receives" on television "receiver." It is most important that the level of that material be kept as high as possible, in order that the weakness of the receiver purchasing market not be increased by lack of incentive. Rather there should be a conscious effort, more than ever, to provide material for the television receiver that the public will be excitedly interested in viewing, thus tending to offset the poor market.

This, like most situations in life, is everybody's problem.

—Charles S. Aaron

WARNER BROS. TRADE SHOWS FEB. 28

THE NEW INGRID BERGMAN PICTURE!

INGRID BERGMAN
MEL FERRER
JEAN MARAIS
IN
JEAN RENOIR'S

PARIS
DOES
STRANGE
THINGS
TECHNICOLOR



Presented by WARNER BROS. Story and Screenplay and Direction by JEAN RENOIR

ALBANY

20th Century-Fox Screening Room
1052 Bway • 8:00 P.M.

ATLANTA

20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.

BOSTON

20th Century-Fox Screening Room
115 Bway • 2:15 P.M.

BUFFALO

Paramount Screening Room
464 Franklin St. • 2:00 P.M.

CHARLOTTE

20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO

Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI

RKO Palace Th. Screening Room
12 E. 6th St. • 8:00 P.M.

CLEVELAND

20th Century-Fox Screening Room
2219 Payne Ave. • 2:00 P.M.

DALLAS

20th Century-Fox Screening Room
1803 Wood St. • 10:00 A.M.

DENVER

Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES

Paramount Screening Room
1125 High St. • 12:45 P.M.

DETROIT

20th Century-Fox Screening Room
2211 Cass Ave. • 2:00 P.M.

INDIANAPOLIS

Universal Screening Room
517 No. Illinois St. • 1:00 P.M.

JACKSONVILLE

Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 11:00 A.M.

KANSAS CITY

20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES

Fox Westcoast Screening Room
1837 S. Vermont Ave. • 2:00 P.M.

MEMPHIS

20th Century-Fox Screening Room
151 Vance Ave. • 3:00 P.M.

MILWAUKEE

Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS

Warner Screening Room
1000 Currie Ave. North • 2:00 P.M.

NEW HAVEN

Stanley Warner Screening Room
70 College St. • 1:30 P.M.

NEW ORLEANS

20th Century-Fox Screening Room
200 S. Liberty St. • 2:00 P.M.

NEW YORK

Home Office
321 W. 44th St. • 2:15 P.M.

OKLAHOMA

20th Century-Fox Screening Room
10 North Lee St. • 10:00 A.M.

OMAHA

20th Century-Fox Screening Room
1502 Davenport St. • 1:30 P.M.

PHILADELPHIA

Warner Screening Room
230 No. 13th St. • 2:00 P.M.

PITTSBURGH

20th Century-Fox Screening Room
1715 Blvd. of the Allies • 1:30 P.M.

PORTLAND

Star Screening Room
925 N.W. 19th Ave. • 2:00 P.M.

SALT LAKE CITY

20th Century-Fox Screening Room
216 East 1st South • 1:00 P.M.

SAN FRANCISCO

Republic Screening Room
221 Golden Gate Ave. • 1:30 P.M.

SEATTLE

Egyptian Theatre
2:00 P.M.

ST. LOUIS

Arl Theatre Screening Room
1:00 P.M.

WASHINGTON

Stanley Warner Screening Room
131th & E. Sts. N.W. • 10:30 A.M.



rillarama

(Continued from page 1)

in Texas, and that RKO is here on Tuesday for a view-

There are no local or area bookings at the Fox here, Reynolds expecting that very few neighborhood houses have the physical requirements for such showings.

Reaction of patrons at the opening was mixed and business was typical comments:

"Not exciting, a real thrill" said the aged woman "It bothered me, the colors of the two screens different and the dividing line uneven," complained a college wearing glasses.

Wants 'Lines Even'

Better than Cinerama and it cost money," said two young men. "Don't they keep the lines even," an elderly woman, referring to the divider between the two screens. Reynolds said that as long as two screens and a big screen are used, the divider line must remain proper. He said he has two technicians in his laboratory in Dallas to reduce this annoyance as well as the technical problems. The new setup here to eliminate the need for re-positioning the projectors is used, as the mirror attachments were short.

Reynolds said that if his initial

MPAA Unit Studies
Business Plan Report

Financing of the industry business building program will be taken up following consideration by the advertising and publicity directors committee of the Motion Picture Association of America of the recently completed report which consolidated points from three business building programs.

The report combined proposals from the Theatre Owners of America, Council of Motion Picture Organizations, the MPAA program, and the West Coast Golden Jubilee idea.

The report was prepared by Taylor Mills of MPAA and Charles McCarthy of COMPO following meetings of various industry organizations held recently. The report was completed here last week.

Certain proposals in the MPAA's business building program have already been allocated funds by the company presidents.

Confirm Larson Appt.

WASHINGTON, Feb. 24. — The Senate Foreign Relations Committee voted to confirm the nomination of Arthur Larson as head of the U.S. Information Agency. Larson had been Under-Secretary of Labor.

production proves successful, he has plans to do a full length feature, based on an expedition to Africa.

Compo Asks

(Continued from page 1)

ing to its members that they support COMPO. The NAC head said he "mailed out letters to these people urging that they contribute to COMPO."

Merlin Lewis, executive secretary for TESMA, also disclosed here at the weekend that COMPO has approached his group on the subject. Lewis said TESMA has taken no action as yet, indicating that it will be left up to the individual member.

Both Koken and Lewis added that COMPO did not say what the membership dues for NAC and TESMA would be. Exhibitor dues to COMPO are based on a per seat rate with distribution companies, through the Motion Picture Association of America, matching the exhibition dues.

The decision by COMPO to seek more members and in the equipment and concession field was reached at the industry organization's last executive committee meeting here last autumn.

Dr. McCarty Dies

LONGMONT, Colo., Feb. 24—Dr. Charles W. McCarty, pioneer showman, who built the Majestic Theatre in Tulsa in 1909, and later sold his theatre holdings to Ralph Talbot Theatres, died here last week. He was 80 years old.

REVIEW:

The Delinquents

Imperial—U-A

Hollywood, Feb. 24

Written, produced and directed by Robert Altman, who came to the production of entertainment films by way of the industrial-film field, this is an unrestrained presentation of juvenile delinquency and some of its consequences. The setting is Kansas City, the city in which its creator practiced industrial-film production, and the local police force and jail figure in the picture. The players, with two or three technical exceptions, are amateur performers, in both fact and manner, and the production, overall, lacks the polish of professional Hollywood attention.

On these points alone, the picture would stack up as a dubious item for programming. The additional circumstance of its flat-out stressing of 'teen-age excesses clearly limits its usefulness to adult audiences.

The Altman screenplay, which carries a large number of young delinquents along an undisciplined road to arrest, draws down to focus principally upon a young man called Scotty, his girl named Janice, and a gang-leader named Cholly whose followers include 'teen-agers of both sexes ready to do his bidding without question.

Running time, 75 minutes. Release, in March. Adult classification.

WILLIAM R. WEAVER

AMBUSH
AT
BLANCO
CANYON

He was a stranger in an untamed land,
where each man wrote his own laws
with his own guns.

Beginning a thrilling new tale of the Texas frontier.

By DONALD HAMILTON



SOLD!

"Ambush at Blanco Canyon" which has just appeared in The Saturday Evening Post has been bought for motion-picture production. The feature, starring Gregory Peck, will be retitled "The Big Country." It will be directed by William Wyler and will be released through United Artists.

(Year after year, the motion-picture industry produces more features based on stories and articles from The Saturday Evening Post than from any other magazine.)



"I asked Jim if he wanted to accompany us to teach the Hansons a lesson," said Major Terrill, "but he seems reluctant."

...except for a slim, dusky youth wearing a tremendous hat who had come running out to hold the horses, there was no one here to greet them.

...they obeyed reluctantly, only the driver's threat to go off and leave them to wait for the next stage through, two days hence, finally cowed them. Then the coach lurched into motion. The wind blew the dust away, leaving the street empty. In view of the driver's warning, its emptiness now seemed

...the balancing of the floor on which he now stood. He was wearing a dark suit of good quality, and a round, dark bowler hat that gave his clean-shaven face a stubborn and pugacious look belied by the lines of humor about the eyes. They probably, he reflected, found the hard hat ridiculous; not, he defended himself, that it wasn't a quite respectable hat, and one he had worn frequently at home.

There was that first moment of inspection and judgment.

(Continued on Page 78)

**“THE DELINQUENTS”
ARE GOING STRAIGHT . . .
TO A NEW BOXOFFICE HIGH!**

**THE BIGGEST OPENING DAY GROSS
OF ANY UA PICTURE EVER TO PLAY
THE UPTOWN, FAIRWAY, ESQUIRE,
GRANADA THEATRES! (KANSAS CITY)**

And Reports From 400 Other Mid-West Opening Engage-

THRU

THRU

MOTION PICTURE DAILY

81, NO. 38

NEW YORK, U.S.A., TUESDAY, FEBRUARY 26, 1957

TEN CENTS

Free-Man

Wagner Names Fact-Finding Tax Committee

Investigate Economic State of N. Y. Theatres

Mayor Robert F. Wagner of New York yesterday appointed a three-member fact finding committee to investigate and make a report on the economic and financial condition of motion picture theatres in connection with the existing city amusement tax of five per cent on admissions. Named to the fact finding group are Francis W. H. Adams, former city commissioner; David Dubinsky, president of the International Ladies Garment Workers Union, and Thomas (Continued on page 2)

'Friendly' to Pass \$4,000,000 Estimate

From THE DAILY Bureau
HOLLYWOOD, Feb. 25.—Allied Artists "Friendly Persuasion" will exceed domestic gross—exclusive of foreign—the original estimate of \$4,000,000. Morey R. Goldstein, vice-president and general sales manager, said at the company's sales meeting (Continued on page 4)

Radio Ready for Greater Era': Dozier

LAWRENCE J. QUIRK
Saying that RKO Radio now is entering a new and greater era, now that many economies, including elimination of overlapping and duplications, have been effected, William Dozier, president in charge of production, (Continued on page 2)

Television Today

Page
5

Urge Minimum Wage Extension to Large Theatres, Circuits Only

By J. A. OTTEN

WASHINGTON, Feb. 25.—The Administration today urged Congress to extend Federal minimum wage requirements only to very sizeable theatres and theatre chains.

Aboaf Sees Business Up

By LESTER DINOFF

Motion picture business for Universal Pictures in South America should generally increase at least 20 per cent in 1957 over last year's figures, according to Americo Aboaf, vice-president in charge of foreign distribution, who recently returned here from that territory where he and president Milton Raekmil presided over sales meetings in Argentina and Brazil. He (Continued on page 5)



Americo Aboaf

Labor Secretary Mitchell told a Senate Labor Subcommittee he favored coverage for employees of any retail or service enterprise which had 100 or more employees and which bought \$1,000,000 or more of merchandise, materials or supplies a year from outside the state. The enterprises would have to meet both tests to be covered, and even then would come under only the \$1 an hour minimum wage provision of the law and would (Continued on page 2)

Court Upholds NSS But Orders Trial

From THE DAILY Bureau

WASHINGTON, Feb. 25.—The Supreme Court today ruled that the exclusive service contracts between National Screen Service and major distributors did not necessarily violate the anti-trust laws, and that a district court should try the question. The high court technically reversed (Continued on page 4)

DeMille Receives B'nai B'rith Award



M.P. DAILY picture

TRIBUTE TO A MASTER SHOWMAN and, coincidentally and helpfully, moralist. The scene yesterday at luncheon in the Hotel Astor at which the B'nai B'rith gave Cecil B. DeMille a statuette and serious praise for "The Ten Commandments," a majestic reminder of basic ethic and universal striving. On the dais joining the audience in prolonged applause are A. W. Schwalberg, Harry Brandt, Max E. Youngstein; luncheon chairman Martin Levine, international B'nai B'rith president Philip Klutznick, Barney Balaban, Cinema Lodge president Robert Shapiro, and Sol Schwartz. Four hundred attended the tribute.

Big Three Days

Holiday Sets Lively Pace On Broadway

New Records Made At Paramount, Music Hall

Theatre business over the three-day Washington Birthday holiday weekend "rocked and rolled" at a lively tempo in Broadway and neighborhood theatres with the pace being set by the Paramount Theatre where teenage patrons stomped and swayed in the aisle to Columbia's "Don't Knock The Rock." The Radio City Music Hall also enjoyed excellent business as "Spirit of St. Louis" broke all records for the holiday in the 24-year history of the theatre.

Executives at the Paramount, the showcase of United Paramount Theatres, reported that "Don't Knock The (Continued on page 4)

Sweepstakes Gets Off to Good Start

Preliminary reports received over the weekend from exchange area chairmen of the Academy Award Sweepstakes indicate that the contest is off to a good start, and that new entries are coming in at a rapid clip, Robert W. Coyne, special counsel for COMPO, said yesterday.

Julian Brylawski, president of the Motion Picture Theatre Owners of Metropolitan, D. C., reported that every one of the 78 theatres represented by the organization is in the (Continued on page 4)

M-G-M Closes 2 Deals For 13 Major Features

From THE DAILY Bureau

HOLLYWOOD, Feb. 25. — M-G-M late today announced two producing-releasing details covering 13 major motion pictures.

The first deal provides for 12 pictures to be produced by Lawrence Weingarten and Pandro S. Berman in their newly-formed Avon Produc- (Continued on page 2)

PERSONAL MENTION

JOHN DAVIS, managing director of the J. Arthur Rank Organisation, will return to New York today from Mexico and will leave here tomorrow for London.

ROBERT K. SHAPIRO, managing director of the Paramount Theatre here, and **MRS. SHAPIRO** yesterday celebrated their 25th wedding anniversary.

TONY REDDIN, director of advertising and publicity for Paramount in the United Kingdom, will arrive in New York tomorrow from London via B.O.A.C.

PETER PERAKOS, president of Perakos Theatres Associates, and **JOHN PERAKOS**, assistant general manager, have returned to New Britain, Conn., from Clearwater, Fla.

LESTER TOBIAS, West Coast account executive for Artists-Producers Associates, returned to Los Angeles yesterday from New York.

MARCEL HELLMAN, director of Excelsior Film Productions, Ltd., will arrive in New York tomorrow from London via B.O.A.C.

Files Suit to Halt Gen. Aniline Sales

From THE DAILY Bureau

WASHINGTON, Feb. 25—Interhandel, huge Swiss holding company, today filed suit to stop the government's plan to sell a large block of U. S.-owned stock in General Aniline and Film Corp.

The Justice Department over the weekend asked for sealed bids on 75 per cent of the stock it holds in the company, which it controls under World War II vesting procedures. The sale would cover 426,988 no-par common A shares and 1,537,000 \$1 par common B shares. Underwriters must bid on the entire package, and bids will be opened April 23 at the Office of Alien Property here.

In a suit filed in District Court here this morning, Interhandel noted that it has been trying for years to regain the government-held stock in General Aniline, and that litigation to accomplish this is still pending in the courts. It argued that present law prohibits the sale of vested property so long as there is litigation involving it, and that the proposed sale was therefore illegal.

Wagner Names Tax Committee Minimum Pay

(Continued from page 1)

Jefferson Miley, executive director of the Commerce and Industry Association.

Mayor Wagner said that the establishment of this committee resulted from a recent conference with representatives of the theatre owners. At that time the exhibitors emphasized that the industry is suffering financial hardship and was therefore seeking relief from the city amusement tax, which was invoked on Aug. 1, 1954. They urged the Mayor to appoint a citizen's committee to examine their case.

The representatives of the industry said they would make available to the committee all their books and records and would lend every co-operation 'necessary to enable a fair and accurate determination to be made.

The Mayor said that after discus-

sion with the Board of Estimate, it was unanimously decided by the board that the Mayor appoint a committee to obtain a full picture of the conditions in the industry. The Mayor emphasized that the committee he has appointed is purely a "fact finding" body and not expected to make recommendations. The report of this committee will be submitted to the Board of Estimate for its consideration.

Harry Brandt, president of the Independent Theatre Owners Association, and Sol Strausberg, president of Metropolitan Motion Picture Theatres Association, both expressed hope yesterday that the five per cent tax will be removed after the committee completes its report. "The fact finding committee will find that this industry has been subjected to a tax which it cannot absorb," Brandt and Strausberg said.

(Continued from page 1)

not come under the time and a half for overtime requirement.

Labor Department officials said they had no precise figures on how many theatre outfits might be covered by this proposal, but that they summed only quite large chains and theatres would be included.

Mitchell's recommendation was much narrower than the plan being pushed by the AFL-CIO. That would cover under both minimum wage and overtime any retail or service enterprise, including theatres, which had more than four outlets or more than \$500,000 a year of sales.

The Senate Subcommittee started three weeks of hearings today. House Labor Subcommittee started several weeks of hearings Friday.

Mitchell said the Administration did not propose to extend the act to "the millions of small, local businesses. To do this would place a burden on these businesses and might seriously curtail employment."

Mitchell's exact recommendation was that the minimum wage provision be extended to "employees who are engaged in the activities of a business enterprise in which (A) the total annual value of incoming merchandise, materials or supplies moving directly across state lines to its place or places of business is \$1,000,000 or more, and (B) 100 or more employees are employed by the employer."

Gordon in Dallas

DALLAS, Feb. 25.—Julius Gordon, president of Allied States Association, will appear at the Drive-in Association meeting here tomorrow.

RKO Ready: Dozier

(Continued from page 1)

announced here yesterday a program of three or four "big" pictures in the coming year, with an equal number of independent productions under studio auspices for a total of eight or ten per year. "Stage Struck," the first film produced in New York as part of RKO's new set-up as an "independent producing company," he characterized as "the flagship of our new fleet."

Set tentatively for a June 1 starting date is "The Naked and the Dead," from the Norman Mailer novel. Other films on the agenda are "On My Honor," from a MacKinlay Kantor novel, and "Pakistan," an original screenplay by Stirling Silliphant.

Dozier cited two kinds of successful films in today's market, "the unique small picture," an example being RKO's "Young Stranger," and "the very big picture with a big cast and a big subject that justifies important star casting." "Stage Struck" was given as an example of the latter.

Declaring that RKO "will make, sell, exploit and distribute all its future product individually," Dozier said that the first film under this arrangement, "Stage Struck," would be the subject of no distribution deals until it was finished and appraised by distributors.

Declaring that RKO had merely adopted a businesslike method of "reducing the cost of getting pictures made and distributed" with its recent domestic distribution merger with Universal, and that this step, contrary to widely held opinion, represented intelligent retrenchment designed to cut costs and reduce overhead, rather than any "retreat," Dozier said the attitude and emphasis at RKO at present was upbeat.

M-G-M Closes 2 Deals

(Continued from page 1)

tions. Berman's first will be "Jailhouse Rock," starring Elvis Presley. Weingarten's first will be William Brinkley's best-seller, "Don't Go Near the Water," starring Glenn Ford.

Berman has been with M-G-M 16 years, Weingarten 30.

The second deal announced by M-G-M calls for "The Journey," first picture to be produced by the newly-formed Yul Brynner-Anatole Litvak company, which will be filmed in Europe early next year, with Litvak as producer-director and starring Brynner.

Gene Buck Dies at 71; Co-Founder of Ascap

Gene Buck, 71, co-founder with Victor Herbert and Nathan Burkan of the American Society of Composers, Authors and Publishers and its president from 1924 to 1941, died Sunday at the North Shore Hospital, Manhasset, L. I., following an emergency operation. He had been ill two weeks.

Buck was president of the Catholic Actors Guild, a member of the executive committee of the Authors League of America and a director of the American Dramatists Guild. He is survived by his wife, Helen Buck, and two sons, Gene, Jr., and George.

'King' Award Today

Mrs. Enid A. Haupt, editor and publisher of "Seventeen Magazine," will present the publication's first annual picture of the year award to Spyros P. Skouras, president of 20th Century-Fox, for "The King and I" at a special ceremony today in the board room of the 20th-Fox offices here.

NEW YORK THEATRE

RADIO CITY MUSIC HALL—Rockefeller Center

JAMES STEWART

AS CHARLES A. LINDBERGH IN

"THE SPIRIT OF ST. LOUIS"

In CinemaScope and WarnerColor
A Warner Bros. Picture

and SPECTACULAR STAGE PRESENTATION

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- EDITING ROOMS
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- OFFICES

PROJECTION ROOM FACILITIES

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PEOPLE

Arney Balaban, president of Paramount Pictures, and Louis A. Novins, secretary, were among eight Jewish leaders who met in Washington, at invitation of the Administration, to discuss with Secretary of State Dean Acheson and Maxwell M. Rabb, President Eisenhower's special assistant for minority affairs, the present situation in Israel with particular reference to that nation's current dispute with Egypt.

□

Arthur L. Mayer, president of Independent Distributors Association of America, has joined the panel of judges for the eighth annual Robert M. M. Scheraga Film Award sponsored by the Institute of Film Techniques at New York College here.

□

John Beliak, formerly with Glackin & Witt Theatres and Amalgamated Theatres, of New Britain, Conn., has been named Bercal Theatres, Hartford, in newly-created post of city manager, replacing Bernie Menschell, head of the circuit.

□

Max Maillho, branch manager for Allied Artists in New Orleans, and Roy G. Plitt, president of Paramount Gulf Theatres, have been named to head the film industry's participation in the 1957 National Brotherhood Week program in that city.

□

Julius Rubenstein, formerly assistant manager of Loew's Metropolitan Theatre, Brooklyn, has been named manager of the circuit's Coney Island Theatre, Coney Island.

□

George J. Schaefer has been named producers representative for the Orin-Nova production, "12 Angry Men." Schaefer, industry veteran, also represents Otto Preminger's production of "St. Joan" and Stanley Kramer's "The Pride and the Passion."

Bill Would Increase N.Y. Censorship License Fees

ALBANY, Feb. 25.—Assemblyman Al L. Waters, Medina Republican, has put in a film license fee bill identical with the one passed by both houses, but which was vetoed by Governor Averell Harriman, last year. The Waters bill amends the Education Law to increase the fee collected by the State Education Department's Motion Picture Division from \$3 to \$4 per 1000 feet for original film, and to change the rate for prints from \$2 a thousand feet to \$4 for each additional "entire copy." It would take effect July 1.

'High Society' Writers Withdraw from Race

No one was more surprised than the writers of the script themselves, it seems, that Allied Artists' "High Society" turned up in the "best motion picture story" category when the nominations of the Academy of Motion Picture Arts and Sciences were announced last week.

Over the weekend the writers, Edward Bernds and Elwood Ulmann, sent a wire to the Academy withdrawing from competition. The wire read: "Since our nomination is apparently a case of mistaken identity, we wish to withdraw our names from consideration in the final balloting."

Two 'High Society' Films

The mistaken identity referred to was engendered by the two groups who make the Academy nominations: The Screen Writers Guild and the Academy's writers branch. They worked from lists giving titles, producing studios and cast names and confused the Bowery Boys' romp with another picture bearing the same title and also distributed last year. The latter film was released by Metro-Goldwyn-Mayer and has in its cast several of the screen's best known stars.

Writers, it appears, don't always read too carefully.—R. G.

The withdrawal of Allied Artists' "High Society" from Academy nominations in the "best motion picture story" category leaves the competition in that classification between two domestic features, one of which was produced outside the United States and two foreign-language features, neither of which is included in the five-picture list of Academy nominations in the foreign language category.

'Duchin' Made Here

King Brothers' "The Brave One" was produced in Mexico; "The Proud and The Beautiful" is French; "Umberto D" is Italian. Columbia's "The Eddy Duchin Story" is the only contender produced in its entirety in the United States.

Philippine Matters Head MPEA Agenda

The board of directors of the Motion Picture Export Association will meet here today to discuss the Philippines remittances and participation in two international film festivals, it was reported here yesterday.

The MPEA board will also take up a proposal concerning the establishment of a local film board in the Philippines, sale to independents in Burma, film servicing to ships of Italy and Canadian Pacific lines, and East European film sale limitations on the number of products which each company proposes to sell to Iron Curtain nations.

The directors will consider participation in film festivals in Venice, Italy, and in Czechoslovakia and their individual regulations.

Pioneers' Foundation in Annual Appeal for Aid

An appeal for contributions to the Foundation of the Motion Picture Pioneers, which assists veterans of at least 25 years in the industry who are in need, was issued yesterday by Ned E. Depinet, president.



Ned E. Depinet

In his letter to members of the Pioneers in which the annual appeal for funds for the Foundation was made, Depinet described contributions made this year as memorials to the late Jack Cohn, former president and founder of the Motion Picture Pioneers and the Foundation, who died last December. Cohn bequeathed \$5,000 to the Foundation.

"A cause of such high principle," Depinet wrote, "must not be allowed to wither with his (Cohn's) passing. Nor will it. What a fine tribute it will be if every member of the roster participates."

"We all desire to lend a helping hand to unfortunate Pioneers who, because of bad breaks, find themselves in dire need. This we are doing quietly and anonymously through the Foundation, which has a modest sum for such purpose which is replenished at this time each year through voluntary contributions."

The Foundation's office is at 1270 Avenue of the Americas, New York City.

Kan. Bill Would Replace Censors with Prosecution

KANSAS CITY, Feb. 25.—A second bill calling for the abolishment of the Kansas Board of Review has been introduced into the current session of the state legislature in Topeka.

The second measure, which has attracted wide interest in motion picture circles in Kansas City and Kansas, is a two pronged affair designed to safeguard the public against the presentation of indecent shows.

As written, the bill to eliminate the censor board includes a provision outlining to local authorities a definite code of procedure for the prosecution of persons or organizations showing obscene shows. The penalties would range to a top fine of \$1,000 and six months in jail.

L. H. Manning, 74

SHEFFIELD, Ala., Feb. 25.—Lynn Hunter Manning, 74, who established the first motion picture theatre here, and operated it for a number of years, died at his home here. A former mayor of Sheffield, Manning was active in business and civic affairs here. He served for nine years on the Sheffield Board of Commissioners and was mayor during that time.

... NEWS ROUNDUP

Sunday Permit Cancelled

The Decatur Ga. City Commission has cancelled an order permitting the showing of motion pictures on Sunday in that city. The permit was granted following a meeting between theatre and city officials in December last year. A spokesman for the theatre group said movies had been shown on Sunday "only once or twice," since the permit was granted. Several church and civic representatives at the meeting said they had not heard of the permit until several days ago—despite the inclusion of a provision that a public hearing be held on the order.

■

Nebraska Tax Killed

The Nebraska Legislature's Revenue Committee has killed a bill which would have placed a five-cent tax on each admission to theatres and other amusement places, including ball games, state and county fairs, etc. The bill was introduced by State Senator Terry Carpenter, who said the measure was designed to cut down the property tax levy. The measure met widespread opposition, with Robert Livingston, president of the Nebraska Theatre Owners Association, spearheading the fight.

■

Foreign Critics Make Awards

Cecil B. DeMille's "The Ten Commandments" was the recipient of an award in a new category of the Film Critics' Circle of the Foreign Language Press, which made its annual presentations here last night. The group, which represents 44 newspapers printed in 19 languages, chose the Paramount release "on the basis of its expression of human ideals and aspirations." Named the best American film was Michael Todd's "Around the World in 80 Days," being released by United Artists and the Italian made "La Strada" was chosen the best film by a foreign producer shown here in 1956.

■

Police Halt Showing

Philadelphia police, acting on complaints of church and neighborhood groups, halted the showing of "The Unashamed" at the Broadway Theatre, a neighborhood house. About 350 patrons were ordered out and house manager Frank Pease was arrested, charged with showing indecent pictures. The Broadway, which has been featuring sex pictures since censorship was abolished in Pennsylvania, is operated by a corporation headed by Harris Goldstein of Hollywood, Florida.

Sweepstakes

(Continued from page 1)

Sweepstakes, and that the budget has been increased from \$5,000 to \$6,000. A new 1957 Morris Minor imported car has been promoted for the grand prize.

S. S. McFadden, distribution manager for the Salt Lake City area, reports the campaign in that area is being spearheaded by the Publix Inter-mountain theatres, with 10 houses in that territory participating.

Robert Bryant of Charlotte has been named exhibitor chairman in that exchange area, with E. G. Stellings and H. F. Kinney as co-chairmen. Branch managers and film salesmen of the territory met yesterday to perfect plans for the contest.

Benn H. Rosenwald, exchange area distribution chairman for the Boston area, reports that 123 kits have been distributed in that area of which 15 went to independent houses and the balance to circuit theatres. There have been several meetings of the exchange exploitation men's committee, which is working on a number of grand prizes to be awarded in the territory to motion picture theatre patrons. These will be supplemented by smaller prizes promoted by local theatres. Bulletins will be sent to all participating theaters.

Allied of Iowa, Nebraska and Mid-Central has sent a bulletin to its members, urging active participation in the Sweepstakes contest.

Court Upholds NSS

(Continued from page 1)

a judgment of the Third Circuit Court of Appeals, but actually agreed with the Circuit Court's result.

The case involved an injunction and damage suit brought by Charles Lawlor and Mitchell Pantzer, doing business as the Independent Poster Exchange. They charged that National Screen and major distributors conspired to monopolize poster distribution in the Philadelphia area where Independent operates.

The Philadelphia District Court granted summary injunction for Independent without trial, and reached the same result in six companion cases. The Circuit Court said National Screen's conduct was open to question and must be passed on by some fact-finding body. It struck down the injunction, and Independent appealed to the Supreme Court, arguing it was entitled to summary judgment.

Today, the High Court announced, "We agree with the Court of Appeals that the motion for summary judgment should have been denied."

However, the Court continued in a

REVIEW:

The True Story of Jesse James

20th Century-Fox—CinemaScope

THIS LATEST TREATMENT of the legend of Jesse James is purportedly as true a picture of his life as it is possible to portray. The foreword explains that much of what is shown is true and much is based on what is thought to be true. But whatever the validity of the presentation, it emerges a good Western, crammed full of action, riding and shooting, beautifully photographed in color and CinemaScope and bound to please most audiences.

Much of the film is told in flashback as Jesse and his brother, Frank, are hiding out from the law following a fiasco resulting in the death and/or capture of most of their gang. During the Civil War the brothers fought with Quantrill's Raiders against the North and at the war's end many of their neighbors, Missourians and Northern sympathizers, were bitter towards them. When their farmhand is hanged and their crops burned, Jesse feels it only right to start again with Northern money and plans to rob one bank only. Together with their cousins, the Younger brothers, and some others, they successfully execute the robbery but instead of stopping there they continue their criminal ways with Jesse as their leader.

There is one point when they might have been exonerated by the Government as their mother's house is bombed, their mother injured and little brother killed by some overzealous persecutors. But Jesse ruins their chances by killing the man responsible for the attack.

Eventually Jesse and Frank return home and realizing the futility of continuing their lawlessness, plan to go straight. But Bob Ford, their cousin and non-member of the gang, shoots Jesse in the back thus providing additional fodder for the James legend.

Robert Wagner is seen as Jesse and is not very convincing in the role. However, Jeffrey Hunter is fine as Frank and Agnes Moorehead is excellent as their mother. Newcomer Hope Lange plays Jesse's wife and Alan Hale plays one of the Younger boys. Director Nicholas Ray contrived many exciting moments from a life that must have been crowded with them, yet managed to create some character study of a man who was pious and generous but still thrill-hungry and lustful for power and notoriety.

Herbert B. Swope, Jr. was producer and Walter Noonan wrote the screenplay based on an earlier one by Nunnally Johnson.

Running time, 92 minutes. General classification. For February release.

JAY REMER

per curiam opinion, "in our view, this disposition of the case made it unnecessary for the Court of Appeals to pass on any other issues than that of the per se invalidity of exclusive contracts under the Sherman Act. In order that the District Court not be bound by the consideration the Court of Appeals gave to the remaining issues, and without reaching any of the same, we grant the petition for writ of certiorari, vacate the judgments, and remand the cause to the District Court for trial."

A study of the Circuit Court opinion and of the motions filed in the appeal failed to reveal exactly what "other issues" the Justices had in mind, since the Circuit Court opinion pretty well confined itself to the exclusive contracts issue. This apparently also bothered Justices Frankfurter, Burton and Harlan, who said they agreed the Circuit Court reached the right conclusion and therefore would have denied the petition of Independent for certiorari. They insisted that the Circuit Court had decided nothing other than the issue on which the Supreme Court today sent the case back to the District Court, and said they were puzzled by the procedure used by the Court today.

Estimate on 'Friendly'

(Continued from page 1)

which ended here over the weekend. The film is heading for a \$350,000 gross in Canada, he added.

To date, according to Goldstein, the film has set a record for extended playing time and move-overs, plus repeat engagements.

Sales policies were set during the week-long sales session for 36 pictures to be released during the next 12 months. They include "Love in the Afternoon," the Billy Wilder film for July release, and "The Hunchback of Notre Dame" for the fall.

Goldstein also revealed that a series of regional sales meetings will be held in key spots around the country with division managers, branch managers, salesmen and bookers participating. These meetings will take the place of the regularly scheduled national sales meeting.

Those who attended the sales sessions at the studio included Steve Broidy, president; Harold Mirisch, vice-president; Walter Mirisch, executive producer; John C. Flinn, director of advertising and publicity, and Sanford Abrahams, assistant director of advertising and publicity.

N. Y. Holiday

(Continued from page 1)

Rock" and a stage show headlined by Alan Freed, a star of the picture, racked up a gross of \$79,000 for the three-day holiday weekend, during which a box office window was broken by teenagers who mobbed the theatre.

Predicting that the film will chalk up a weekly gross of at least \$120,000, theatre officials said patrons started lining up at four a.m. to see the rock and roll film. The traffic jam outside the theatre and the youth exuberance inside made the engagement a front page newspaper story.

See \$170,000 for 'St. Louis'

"The Spirit of St. Louis," which opened at the Music Hall last week, registered \$34,000 on opening day. Over the weekend it grossed \$112,000 and theatre officials foresee \$170,000 for the week.

The Roxy Theatre also reported did "excellent" business over the holiday, but pointed out that fair weather kept many people away from the office. Featuring "Oh, Men! Oh, Women!" the Roxy reported it took in \$87,000 over the weekend and expects a week's gross for the 20th Century-Fox film of \$110,000.

\$31,000 for 'Battle Hymn'

"Battle Hymn" at the Capitol Theatre took in \$31,000 over the three-day weekend with \$41,000 indicated for the week. "The Incredible Shrinking Man" at the Globe rolled up \$10,000 for the weekend while "Miss Cory" at the Mayfair drew \$8,500 over the holiday period.

"The Ten Commandments" at the Criterion grossed \$35,500 over the weekend with a 16th week gross of \$60,000 expected. "Edge of the City" at Loew's State took in \$14,000 with \$20,000 anticipated for the week. "Full of Life" at the Astor grossed \$16,500 for the three-day holiday with a second week's gross expected to reach \$27,000. "Baby Doll," in its 10th week at the Victoria, grossed \$14,823 over the weekend and is expected to reach \$25,000 for the week.

'Great Man' Popular

"The Great Man" at the Sutherland Theatre drew \$7,500 for the three-day weekend. "Around The World In 80 Days," which had additional performances at the Rivoli, also enjoyed excellent business over the weekend as did "Seven Wonders of The World" at the Warner Theatre here. Walt Disney's re-release "Cinderella" at the Normandie Theatre shattered every record in the theatre's history with a four-day holiday weekend gross of \$16,354.

On the circuits, RKO Theatres and Skouras Theatres, with the combination of Universal's "Written On The Wind" and "Istanbul," rolled up what were described as the "biggest gross" in the history of the company. The Loew's Theatres circuit, with "The Rainmaker," reported that business was fair for the weekend.

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REVIEW:

Paris Does Strange Things

Warner Bros.

GRID BERGMAN is again on view for American audiences, following up her "Anastasia" triumph with this film under Warner Bros. auspices, photographed in France and directed and scripted by Jean Renoir. Claude Renoir has contributed some handsome Technicolor photography and much care has been taken with settings, casting and other production values. That the total doesn't quite come off seems due to cutting and a rambling story that sails off in all directions at once.

Miss Bergman is captivating as always, looks handsome in her turn-of-the-century costumes, and does her best to lend solidity to the doings. Jean Ferrer is attractive as a young Parisian enamoured of widowed Polish princess Bergman, and Jean Marais is authoritative and typically Gallic as a French war hero who is being boomed as the next head of state. The rest of the cast are efficient.

Miss Bergman, it develops, has a weakness for struggling fellows with "uses" of one kind or another. When she's helping them upward her enthusiasm is white hot; once she has helped her boy "arrive" she loses interest. She has just dropped a composer as the story opens; it seems the fellow finally made La Scala, and this unmakes him with Bergman. Marais is next on the list. While helping him to power, she keeps her finger on the string, also a wealthy industrialist, Pierre Bertin, who wants to marry her.

The plot from here on waxes mighty complicated, but reduced to the lowest common denominator, it takes Miss Bergman through a welter of political and romantic misunderstandings, at the conclusion of which she decides she loves Ferrer. There is also some plot contrivance about a group of scoundrels who seek to use the general for their own ends because they have placed him in power; also a romantic subplot or two. There is a plethora of Gallic humor, some of it incomprehensible to American tastes. The aforementioned production values, Renoir's direction and the handsome photography lend the doings a fair interest, but the whole could do with some solid bolstering plot-wise and dialogue-wise.

Running time, 86 minutes. General classification. For March release.

LAWRENCE J. QUIRK

Aboaf Sees

(Continued from page 1)

ed that his optimistic outlook based on "a constantly improving economic situation in many countries, cuts of increases in admission prices, the CinemaScope product, and a continual flow of good product which is providing."

he Universal executive also expressed the opinion that the South American market "offers a better portal to the motion picture industry whole in development than Europe." He said that this is based on constant growth of South American markets while in Europe, all tries, with the exception of West many, have "reached a saturation point." Europe is now stabilized as money is concerned. Aboaf feels that the Far East has much potential to offer for further development.

UA Endows New Pratt Ad Talent Scholarship

United Artists is endowing a \$1,000 annual scholarship at the Pratt Institute in Brooklyn to help develop new advertising art talent and to foster new concepts of film ad illustration and layout, it was announced here yesterday by Roger H. Lewis, UA national director of advertising, publicity and exploitation, and Ralph W. Sterling, vice-president of Pratt, at a press reception at Sardi's Restaurant.

In addition to the scholarship, the program includes bi-monthly prize competitions for students, based on their art interpretations of forthcoming UA releases. The sum of \$100 will be awarded to the winner of each contest and if the art is used or adapted, an additional payment will be made.

The contest is open to all Junior students in the school's illustration class. They will familiarize themselves with each film through reading the script, examining stills and especially by attending special previews. One such preview has already been shown, "Twelve Angry Men." Lewis said the students are "less inhibited and conditioned" than professional illustrators and have created some excellent and original work.

THE BIG 3 ON TV

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BROOKS

Television Today

HOLLYWOOD NOTES

The TV viewers certainly had a backstage look at television the other week with Playhouse 90's poignant caricature of "The Comedian," followed by a party-styled presentation of the "Emmy" nominees. . . . Cleverest applause-earning optical effect seen on the Emmy show: the screen divided into five vertical strips, with alternating images from each coast making up the composite picture. It featured a musical number, the west coast supplying Wally Cox on harmonica, Tennessee Ernie Ford on slide trombone, and Jackie Cooper playing drums (in the first, third and fifth strips, respectively), while Steve Allen played the piano and Phil Silvers handled the clarinet from the opposite coast (in the second and fourth strips). . . .

East Missed the Warmup

What the viewers didn't see or hear from our west coast position, was the hilarious studio warmup delivered by Danny Thomas . . . there ought to be an Emmy for warmups, something called a "Danny." . . . and after the show, the viewers didn't hear Nannette Fabray, herself a nominee, express her happiness over Sid Caesar's nomination . . . nor did they get a chance to hear Sal Mineo, nominated for his work in "Dino," tell this reporter how much respect he had for Jack Palance's chances over his own, for an outstanding portrayal in Playhouse 90's "Requiem for a Heavyweight." . . . or Ann B. "Shulzky" Davis, of the Bob Cummings show, introducing herself to Sal, as did Evelyn "Eloise" Rudie, telling him how high they regard his talent. . . .

The viewer's didn't hear the rumblings about the categories such as best continued performance by a comedienne in a series, in which two of the five nominated are no longer featured—and haven't been for a long time . . . or such unrelated male personalities as those nominated in the best male personality-continuing performance class . . . or why quiz programs, and some outstanding daytime shows, like "Matinee Theatre" could not find a category for recognition.

The Forward Look

Well, there's always next year to make up for this year's errors. . . . And may we suggest that cards with names of the nominees be superimposed on the image. Several of the names were garbled in delivery, or lost in background noises. . . .

L. A.'s local Emmy nominees were listed in two more categories than those proposed by the N. Y. local: best entertainment program and best sports program. . . . KNXT topped all seven local channels with 10 nominations out of the eight categories. KTTV was second with nine. KRCA followed with eight. KCOP came in fourth with seven.

SAMUEL D. BERNIS

A & F Co. Expands Its Services in Canada

A. & F. Film Corp. has expanded over the years until it now has a staff of 28 employees and a circulation of more than 30,000 prints, representing 36 American producers and eleven producers from France. This year the company is marking its 20th anniversary.

A. & F. not only serves all federal, municipal, provincial and school outlets, but also was the first one to introduce films on television in Canada and presently has more than 300 hours of telecast per week on all TV stations in Canada.

257 U.S. Stations Can Broadcast in Color

The number of television stations in the United States able to broadcast in color was 257 on January 1, (this year) according to estimates released by the National Broadcasting Company's research department. Of these 257 stations, 136 are affiliated with NBC-TV. This number of NBC-TV affiliates now equipped to broadcast network color programs represents a 30 per cent upswing over a year ago, and is expected to increase to approximately 146 by July, 1957, and to 153 by January 1958.

TPA Consolidates

Consolidation of the Chicago and Central divisions of Television Programs of America, Inc. (TPA) into one division, the Central, was announced by Michael M. Sillerman, executive vice-president of TPA. At the same time, Walt Plant, until now, Central division manager, has been named administrative executive in charge of the new unit, which will also be expanded soon.

New NBC Position

Realignment of several staff assignments at the NBC Chicago radio and television stations, including the creation of a new position of station manager for WMAQ and WMAQ-FM, was announced by Jules Herbeuveaux, NBC vice-president and general manager of the stations.

20th Anniversary



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V. L. 81, NO. 39

NEW YORK, U.S.A., WEDNESDAY, FEBRUARY 27, 1957

TEN CENTS

One Year Deal

RKO Films in Canada Go to Empire Univ.

Current & Recent Films Included; 6 Exchanges Shut

RKO Radio yesterday concluded an agreement with Empire Universal Pictures, Ltd., under which the latter will handle selling and distribution of all current and recent RKO Radio pictures throughout Canada for one

negotiations for the Canadian selling and distribution were begun about a year ago. Similar negotiations were in progress with Universal Pictures for handling of the RKO Radio production. They broke down several weeks ago and to all intents and purposes terminated. However, talks (Continued on page 2)

Five District Heads Rank Outfit Here

The appointments of six district managers and three branch managers for the Rank Film Distributors of America, Inc., were announced yesterday by Irving Sochin, general manager, to his department on a business trip to the mid-west. The appointments were made following the resignation of Ray G. Smith, for Dallas, Oklahoma City and New Orleans; and for San Antonio, San Diego, Los Angeles, San Francisco and New York City.



Irving Sochin

(Continued on page 2)

Television Today

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6

MPAA Unit Meets Tomorrow On Joint Business Report

A meeting of the Advertising and Publicity Directors Committee of the Motion Picture Association of America has been set for Thursday noon to discuss the recently completed report prepared by the joint industry committee on business building.

A small group of industry officials met at the Council of the Motion Picture Organizations' offices here yesterday afternoon to discuss the report, which was prepared by Taylor Mills of the MPAA and Charles McCarthy of COMPO. The report combined salient proposals from three business building plans which were submitted to the joint committee.

British Form World Film News Trust

By WILLIAM PAY

LONDON, Feb. 26.—The British Broadcasting Corp., the Rank Organisation, the Canadian Broadcasting Corp., and the Australian Broadcasting Commission have established a "British Commonwealth International Newsfilm Trust" to provide international news film to television and newsreel operators anywhere in the world. Financing will be provided by (Continued on page 3)

Drive-in Meet Hears Gordon and O'Donnell

Special to THE DAILY

DALLAS, Feb. 26.—A plea for exhibitor unity was voiced here today by Julius Gordon, president of Allied States Association, at the annual convention of the Texas Drive-in Theatre Owners Association. Unity is vital, said the Allied president, to obtain a national voice against high film rentals.

Robert J. O'Donnell, president of (Continued on page 3)

B. P. Schulberg Dies In Florida, Was 65

KEY BISCAVNE, Fla., Feb. 26.—B. P. Schulberg, production executive who headed Paramount studio operations from 1925 until 1932, is dead here at the age of 65. He was the father of Budd Schulberg, writer and partner with his brother, Stuart, in (Continued on page 2)

For First Time in Year

MPA Board Considers Arbitration Request

Distributors Seen 'Favorably Inclined' Toward Formulating New Industry Plan

By LESTER DINOFF

The first manifestation of interest on the part of distribution in over a year concerning the establishment of an industry arbitration system was revealed yesterday when the board of directors of the Motion Picture Association of America, at a meeting in the morning, took under consideration the joint Theatre Owners of America—Allied States Association request for an industry meeting to formulate an arbitration plan, according to an MPAA board member.

Name Mooney UA Head Of Circuit, Key Dating

Frank J. Mooney, veteran industry sales executive who served with RKO for 28 years, has been named supervisor of circuit



Frank Mooney

York home office.

In 1928, Mooney entered the in- (Continued on page 3)

M. B. Smith New Head Of Kan.-Mo. Exhibitors

Special to THE DAILY

KANSAS CITY, Mo., Feb. 26.—M. B. Smith, Kansas City, a division manager and director of publicity and advertising for Commonwealth Theatres, Inc., today was elected president of the Kansas-Missouri Theatre Association, opening a 2-day convention at the Pickwick Hotel here. Smith succeeds Don Burnett of Larned, Kans.

The other new officers are H. B. Doering, Garnett, Kas., vice-president; Paul Ricketts, Ness City, Kas., secretary, and Norris Cresswell, man- (Continued on page 6)

Skouras to Head Films' '57 Red Cross Campaign

Spyros P. Skouras, president of 20th Century-Fox, will again serve as chairman of the motion picture industry campaign for the American Red Cross in the national fund raising drive, which gets under way next month.

Skouras will be host at a luncheon at the Metropolitan Club here on Tuesday, March 5, at which the industry campaign will be launched. General Alfred M. Gruenther, president of the American National Red Cross, will be principal speaker, and Red Cross leaders of the Metropolitan area will be present, as will representatives of all branches of the industry.



Spyros Skouras

PERSONAL MENTION

ERIC JOHNSTON, president of Motion Picture Association of America, and **KENNETH CLARK**, vice-president, returned to Washington yesterday from New York. **JOHNSTON** and **MRS. JOHNSTON** last night were hosts in the Capital to **CHARLES BOHLEN**, Ambassador to the Soviet Union, and **MRS. BOHLEN**.

ALFRED E. DAFF, executive vice-president of Universal Pictures, left Los Angeles by plane last night for Australia.

OLIN H. CLARK, Eastern story head for M-G-M, has left New York for a vacation in the West Indies.

JAMES BIONDO, publicist for Michael Todd's "Around the World in 80 Days," is in Philadelphia from New York.

CHARLES L. CASANAVE, president of the Fred Astaire Dance Studios, is in Houston from New York.

JAMES STEWART has arrived in New York from the Coast.

WILLIAM LEVY, managing director of Willbank Publications, Ltd., of England, returned to London yesterday from New York via B.O.A.C.

Name District Heads

(Continued from page 1)

Francisco, Portland and Seattle; **Abe Weiner**, Boston, Buffalo, Albany and New Haven; **Dave Prince**, Atlanta, Florida, Memphis and Charlotte; **R. J. Folliard**, Washington, Philadelphia, and Pittsburgh; **Al Kolitz**, Denver, Salt Lake City, Kansas City, Omaha and Des Moines. **Borde**, **Prince**, **Folliard** and **Kolitz** are all former RKO Radio Pictures district managers.

Branch managers appointed include **James B. Mooney**, San Francisco; **John De Corta**, Los Angeles; and **Stan Davis**, Boston. Managerial appointments are to be announced shortly for New York, Chicago, and Cleveland.

Margolin to Tour

Irving N. Margolin, treasurer of Cinerama Productions Corp., will leave here over the weekend for Minneapolis, Chicago, San Francisco, Hollywood, Kansas City and St. Louis for a visit to theatres currently presenting Cinerama. He expects to return to New York on March 15.

RCA Business in 1956 'Largest in Its History'

The Radio Corporation of America in 1956 did the largest volume of business in its 37-year history, exceeding one billion dollars in sales for the second year in succession, it was announced yesterday in the RCA 37th annual report, released by Brig. General **David Sarnoff**, chairman of the board. General Sarnoff said that sales of RCA products and services amounted to \$1,127,774,000, an increase of seven per cent over the record 1955 total.

Net profit in 1956, before Federal income taxes, was \$80,074,000, and after taxes, \$40,031,000. The corresponding figures for 1955 were \$100,107,000 and \$47,525,000. Earnings per share of common stock were \$2.65 in 1956, compared with \$3.16 in 1955.

Dividends totaling \$23,965,000 were declared by RCA in 1956. This included \$3.50 per share on the preferred stock and \$1.50 per share on the common stock—the same as in 1955.

In a joint statement on behalf of the RCA board of directors, General Sarnoff and **Frank M. Folsom**, president of RCA, said: "Color television continued to advance in 1956 with public interest stimulated by the RCA Victor line of new and simplified 21-inch color sets."

B. P. Schulberg Dies

(Continued from page 1)

Schulberg Productions, with which the father was associated.

The elder Schulberg joined Famous Players in 1912, continuing with Famous Players-Lasky and its successor, Paramount Pictures Corp.

Following his association with Paramount, Schulberg had production posts with Columbia Pictures, Selznick International and others. He retired and moved to Florida in 1950.

Buck Services Set

Funeral services for **Edward Eugene "Gene" Buck**, founder of the American Society of Composers, Authors and Publishers, who died Sunday, will be held in St. Patrick's Cathedral here tomorrow at 10:00 A.M.

MPEA Signs Agreement With Danish Theatres

The Motion Picture Export Association and a group of independent exhibitors in Denmark have entered into a film agreement in which independent Danish theatremen will once again receive American product, according to an MPEA official.

Under the new agreement, which was negotiated by the MPEA overseas representative **Fred Gronich**, the Danish exhibitors with big first-run houses in Copenhagen will pay a 40 per cent rental while small theatres will pay a rental of 35 per cent for American films. Negotiations on "special" films will be conducted on an individual basis, it was said.

12 Resigned in December

Last December, a group of 12 Danish exhibitors resigned from the Cinema Association. The American companies have not sold their product in Denmark since May, 1955. Before the embargo, Danish exhibitors paid film rentals of 30 per cent.

The MPEA official said it is anticipated that more and more theatres will break away from the Danish Cinema Association so they can be free to acquire American product at mutu-

RKO's Films

(Continued from page 1)

were resumed again recently and deal was concluded yesterday.

Whereas 44 pictures were included in the deal with Universal for United States, only 35 RKO Radio Pictures are involved in the Empire Universal deal, all of them currently in release or released prior to Dec. 31, 1956.

Empire Universal operates changes in Toronto, Montreal, Vancouver, Winnipeg, Calgary and Seattle. It also handles the Canadian distribution of Universal Pictures. RKO Radio had its own exchanges in the same six cities in the Dominion, all of which now will be closed.

ally acceptable terms. He said that the initial group which resigned from the exhibitor union numbered 12 theatres and that the agreement was entered into with about 20 houses.

The MPEA board of directors which met here yesterday afternoon was reported as having discussed on the new film agreement with Denmark. It was stated that the MPEA anticipates no remittance problem in that territory.

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Look' Honors E. C. Rhoden As 'Theatre Man of Year'

From THE DAILY Bureau

LOS ANGELES, Feb. 26 — The Look Magazine award "for distinguished achievement and outstanding showmanship for 1956 in the field of theatre operation" today was presented to Elmer C. Rhoden by California Governor Goodwin Knight at a presentation ceremony in the Governor's headquarters here. The magazine presentation reads in part:

"He wins the award as 'The Theatre Man of the Year' after an association with movies for more than 40 years. As president of National Theatres, Inc., he is brimfull of future plans. He is sponsoring a new wide-screen projection process, Cinemiracle, and is re-designing his theatres along functional and comfortable lines to help make movie-going a more enjoyable family pastime."

Nassours Sue Kings and RKO Over Title

From THE DAILY Bureau

LOS ANGELES, Feb. 26.—Nassour Brothers today filed a Superior Court suit against King Brothers and RKO Radio Pictures asking \$750,000 for breach of contract and misappropriation of literary properties, in connection with production and distribution of "Brave One."

Plaintiffs set forth they purchased the story titled "Amazing Emilio" in 1951, revised and re-titled it "Ring Around Saturn," thereafter discussing its production with the defendants in 1951 and 1953.

The suit charges "Brave One," produced in 1956, is patterned after and uses substantial parts of the plaintiff's screenplay, and that this has reduced the potential value of the Nassour story, now titled "Emilio and the Bull," by \$750,000.

Selznick Signs Hudson

HOLLYWOOD, Feb. 26.—David O. Selznick today announced completion of negotiations with Universal for that studio's Rock Hudson to co-star with Jennifer Jones in the Selznick production "Farewell to Arms" for 20th Century-Fox release. Produced in Italy and directed by John Huston, the film will be in CinemaScope and color.

Party for 'St. Louis'

Russell V. Downing, president of Radio City Music Hall, will be host at a reception in the studio apartment of the theatre this afternoon in honor of General James Stewart and Leland Hayward, star and producer, respectively, of "The Spirit of St. Louis," the current Music Hall attraction.

Sweeps' Total 2,532

Fifty-nine additional entries for the Academy Award Sweepstakes contest were received by COMPO yesterday, bringing the total to 2,532.

REVIEW:

Twelve Angry Men

Orion-Nova—United Artists

FOR THE FIRST FILM under the banner of their new company, Orion-Nova Productions, Henry Fonda and Reginald Rose have chosen a script—written by Rose and starred in by Fonda—that should have given even the most experienced producer considerable pause. It is called "Twelve Angry Men," and it has as its subject the deliberation of a jury in a murder case. The setting is restricted to the jury room itself (except for a brief scene in the courtroom at the beginning). The action transpires within the course of a single afternoon. There are no women in the cast.

Regardless, this is an exciting picture which utilizes those ostensible handicaps to emerge as taut and absorbing. And it could very well turn out to be a major commercial—as well as critical—success.

The story snatches the attention at the start as twelve men from varying walks of life file into a jury room to decide the fate of a young boy accused of murdering his father. The jurors are all anxious to get their duty over with quickly; a ballot is taken immediately with the result that eleven vote "guilty as charged." The lone dissenter is not to be swayed, however, and before he is through he has succeeded, by taking the evidence apart bit by bit, in showing the others there is a "reasonable doubt" that the boy committed the crime. Shortly the original ballot is reversed; eleven vote "not guilty." How and why the final belligerent juror is won over is a matter of terrific suspense that no review should give away.

There are several levels on which general audiences can enjoy "Twelve Angry Men." In one sense it is a detective story; there is a strong fascination in the taking apart of the evidence by the jurors (a job, incidentally, that in fact the defense attorney should have done). On another level it offers a "character study"; the jurors are all distinctly varying types whose inner natures come out under the pressure of the debate. Sympathy for the boy on trial is subtly aroused, too, and this makes the ultimate outcome a source of emotional concern for the audience.

And for those who take pleasure in good acting there is as fine an ensemble performance as we are likely to get all year. Fonda is splendid as the juror who votes "not guilty" at the start, and his air of quiet determination is brilliantly counterpointed by the ugly hostility that Lee J. Cobb projects as the one who sticks to "guilty" to the bitter end. Others who stand out as varying types are Ed Begley, E. G. Marshall, and Jack Warden.

In the final analysis, however, the major credit for the picture's success must go to the director, Sidney Lumet. Thanks to his fluid movement of the camera, there is no sense of visual monotony at all. It is he who makes "Twelve Angry Men" a genuine *tour d'force*.

Running time, 95 minutes. General classification. Release, in April.

RICHARD GERTNER

Drive-in Meeting

(Continued from page 1)

the Interstate Circuit, told the delegates, "You're entitled to profits as theatremen and should not have to depend on profits from a popcorn box."

Mike Simons, M-G-M director of public relations, urged that drive-in operators be not complacent about their businesses but to get excited about their programs and the surroundings in which they're presented, saying, "Tastes are changing and you're catering to a group as particular as those who patronize the conventional theatre."

Ed Tobolowsky, Dallas attorney, told the exhibitors that Texas leads the country with 24 new drive-ins in 1956 out of a total of 238 throughout the United States.

Tobolowsky urged members support their association as a united voice against the high cost of picture rentals, as did Gordon.

U.A. Names Mooney

(Continued from page 1)

dustry as a clerk with the RKO sales department in New York. After handling key assignments in the circuit, playdate and print departments, he headed sales approval for the North-South territories. He subsequently served as assistant division manager and division manager.

Kim vs. Universal Suit Dismissed by Yankwich

LOS ANGELES, Feb. 26—Federal Judge Leon R. Yankwich has dismissed the suit for \$450,000 damages filed Dec. 28 against Universal Pictures by Kim, Inc., charging the studio's use of "Istanbul" as a title infringed the plaintiff's right in another picture with that title.

The court dismissed the suit on the ground that Federal jurisdiction had been wrongfully invoked.

Academy Establishes New Jean Hersholt Award

From THE DAILY Bureau

HOLLYWOOD, Feb. 26 — The Academy of Motion Picture Arts and Sciences has announced that it will present a "Jean Hersholt Humanitarian Award" in those years when there is a deserving candidate—a member of the motion picture industry whose humanitarian efforts have brought credit to the industry." The award will be "in perpetual recognition of Hersholt's services to his fellow men," the Academy board of governors said.

Hersholt, who died last June, was president of the Motion Picture Relief Fund from 1938 to his death, and had served four terms as Academy president, halting his screen acting career for that four-year period so that he would be entirely free from personal employment pressures in administering Academy affairs.

British News

(Continued from page 1)

a capital stock issue of £128,000 (\$358,400).

The trust will appoint staff cameramen in the Commonwealth and in European countries and will employ a number of free lance cameramen throughout the world.

It is planned that the new trust will take over the quarters and some of the staff of the defunct British Paramount News and film will be processed at the Olympic Laboratories, recently acquired by Rank from Paramount.

At a press conference today a Rank spokesman denied any present intention to cease operation of the Gaumont British and Universal Newsreels, and pointed out that the new body would provide increased coverage and improved service for the cinema newsreels.

'Classification' Plan In N.Y. Censor Bill

Special to THE DAILY

ALBANY, Feb. 26—All films licensed by the State Education Department's motion pictures would be classified as "suitable for adult audiences only" or as "suitable for exhibition to all persons," under terms of a bill introduced by Sen. William T. Conklin and Assemblyman Luigi R. Marano, Brooklyn Republicans.

Amending Section 122 of the Education Law, it would take effect immediately.

This is the first time a classifications system has been proposed, bill-wise, but the idea has been frequently advocated.

One of the plan's strongest supporters is Dr. Hugh M. Flick, former director of the motion picture division and present executive assistant to the state education commissioner. The Regents, however, have never formally approved, so far as is known.

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She led three strange lives!



She might be someone you know—quiet, respectable—and yet torn by secret desires to lead "other lives." This is the remarkable life story of one girl who was three different personalities... and of her battle to save herself from a life of sin!

M-G-M presents

Eleanor Parker
in a remarkable performance as

"LIZZIE"

Co-Starring

RICHARD BOONE

With **JOAN BLONDELL** • **HUGO HAAS**

Screen Play by **MEL DINELLI** • Based on a Novel by **SHIRLEY JACKSON**

Directed by **HUGO HAAS** • Produced by **JERRY BRUCKHEIMER**
A Bryna Production • An M-G-M Release

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DEAN MARTIN

Terrific in his first solo starring role

TEN THOUSAND BEDROOMS

co-starring
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WALTER SLEZAK • PAUL HENREID

with
JULES MUNSHIN • MARCEL DALIO
WRITTEN BY LASLO VADNAY AND ART COHN, WILLIAM LUDWIG AND LEONARD SPIGELGASS
NEW SONGS — MUSIC BY NICHOLAS BROOSZKY • LYRICS BY SAMMY CAHN
DIRECTED BY RICHARD THORPE • PRODUCED BY JOE PASTERNAK • AN M-G-M PICTURE

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One Man's TV Views

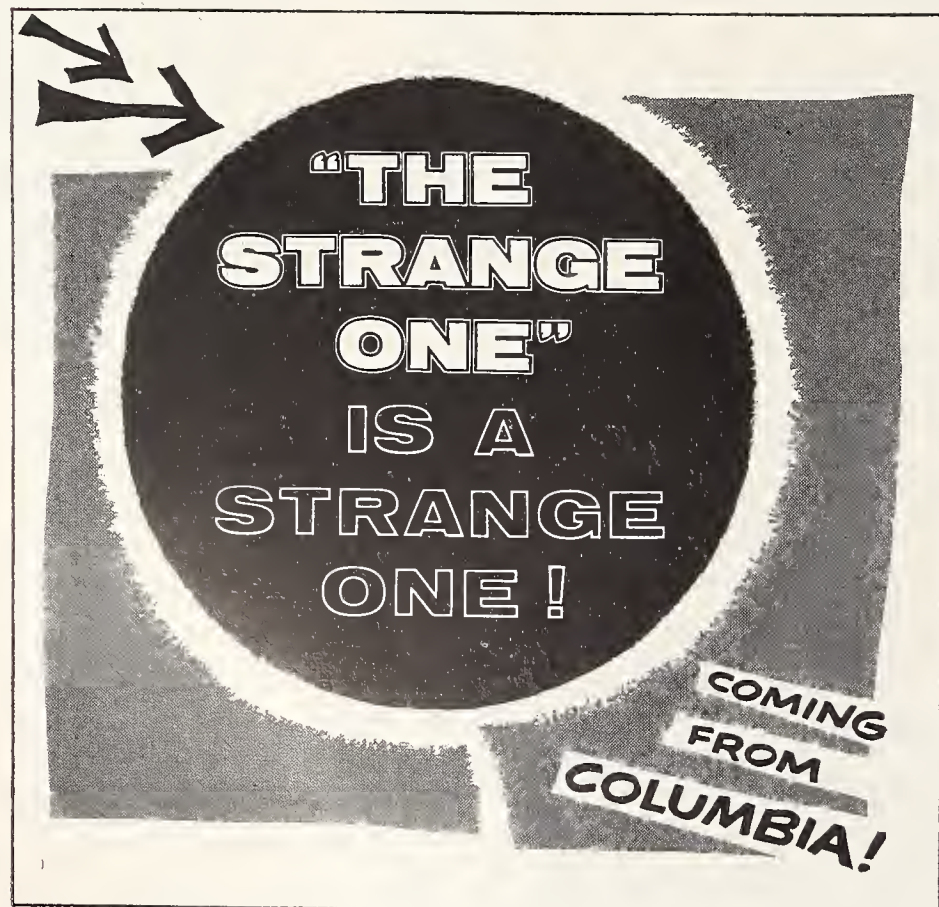
By Pinky Herman

Pinky Herman is currently on a tour of the West Coast.

SAN FRANCISCO, Oakland and the entire Bay Area are everything natives hereabouts never tire of telling, but since we're here on a vacation we could only agree without much more than a quick look-see. . . . As we explained, being on a vacation for a columnist-songwriter merely means that there are new worlds (disk jockeys) to conquer. You guessed it the first time, a tour of the radio and TV stations with copies of MOTION PICTURE DAILY-TV TODAY and Bruce Hayes' Anchor recording of our latest song "If You're Mine." . . . Our first contact was at KSFO where we had a pleasant chat with Bob Hansen, program director and deejay there for 14 years. Del Courtney, an old friend of ours who used to be a bandleader in Chicago for years and now is a popular platter-spinner at this station, unfortunately wasn't on duty then, but we did meet another personable young deejay Dick Cook . . . From there we went to KFRC and friends Dink Templeton and Ork Pilot Lyle Bardo both were away. However we left records for Leonard Levy, the record librarian.

☆ ☆ ☆

KOBY, program director Ted Rogers told us of the "top forty" records deal they've been very successful with and how they were proud of helping launch new stars and songs via this method and we then went to KGO where we met Fred Jorgensen who's been spinning records and making friends—in fact we learned later that he is quite a KGO-getter for the past 9 years. The record librarian there, Lorraine Baker, a pretty and charming young lady, likewise was most friendly and helpful . . . We stopped at KROW in Oakland and asked for an old friend, Lex Boyd, who used to do a program called "Krow's Nest." Ray Yeager, who is celebrating his tenth year here, told us that Lex was doing a successful radio and TV series in Sacramento and promised to help us with our song. Meeting so many nice people and learning so many new things, we naturally felt pretty good.



MPAA Board

(Continued from page 1)

replies to both TOA and Allied on arbitration and on their other proposals for jointly working for a betterment of industry conditions.

The board member declined to state further what the MPAA directors decided to do pertaining to arbitration. The MPAA itself reported yesterday that no announcement was available concerning the matter.

Allied Opposition a Factor

The distribution consideration of formulating an arbitration plan with the exhibition groups who have gone on record as declaring that they desire such a plan, in accordance with the recommendations of the Senate Small Business Committee, is the first since early 1956. At that time, distribution and TOA were in accord on a draft but the exhibition group decided to withdraw its approval of the plan when it came to "a meeting of the minds" with Allied States, which opposed the plan.

At that time TOA adopted the Allied policy of favoring an arbitration plan which included arbitration of film rentals and sales policies, while Allied came out in favor of TOA's policy of seeking government permission for divorced circuits to engage in motion picture production with pre-emptive rights. This resulted in abandonment of the plan previously agreed upon by TOA and distributors.

Distribution, in the ensuing hearings before the SSBC on industry trade practices, charged "a double cross by TOA on arbitration," and since then has held itself aloof.

New Attitude Evident

The consideration of arbitration at the MPAA board meeting yesterday points up that the companies have taken a new outlook towards the national theatre associations and their "new looks." The company presidents and other top executives, in individual meetings with TOA president Ernest Stellings on arbitration and other industry matters, have expressed their willingness to sit down and discuss with exhibition the formation of such an industry plan. It has been previously reported that six of the distribution companies have informed TOA and Allied of their willingness.

It was also learned here yesterday that a number of top exhibition officials are planning to propose at next week's TOA board of directors and executive committee meeting in Chicago that TOA join with Allied in urging that a joint meeting take place no later than late March.

Stellings Is for It

Stellings, during a recent trip to New York, reported that he hoped that such a meeting could be set up right after the TOA board meeting. He also said that his organization's committee on arbitration at that time had no formulated platform on arbitration, but that it expected to use the two previous arbitration drafts as a basis for planning new proposals.

TESMA, NAC, TOA Sign for International Trade Show

The Theatre Equipment and Supply Manufacturers Association, National Association of Concessionaires and the Theatre Owners of America have signed a contract to become partners for the second annual international Trade Show at the Hotel Americana, Miami Beach, Fla., November 20-23. Announcement of the contract signing, which took place at the New York office of TESMA last week, was made yesterday.

Kans.-Missouri

(Continued from page 1)

ager of the Aladdin Theatre in Kansas City, treasurer.

The new members of the board directors are: George S. Baker, John Basham, Burnett, Elmer Bills, R. Brous, C. E. Cook, James Cook, Cl Hall, Dale Danielson, Stanley D. Wood, Richard Durwood, Thomas Edwards, Robert Fellers, Harley Fry, Virgil Harbison, Ed Harris, E. Jameson, Jr., J. Leo Haybob, M. Landau, Al McClure, Glen Cooper, Calvin, Strowig, Frank Weary, S. Frank Weary, Jr., Lauren Turner, Louis Stein, Ken Winklemeyer and Woody Barritt.

A wider degree of interest in the year's meeting was indicated, association officers, said, by the registration of 140 persons on opening day. The number of booths and exhibitors also was said to be greater than at other conventions in recent years.

Universal Loses in Two Title Appeals

The board of directors of the Motion Picture Association of America yesterday upheld two title registration rulings which had been appealed by Universal Pictures, according to the MPAA.

The board upheld the title arbitration committee's ruling on "Stalin Alive," saying that this title was in conflict with Edward Golden's prior title, "Josef Stalin." This decision did not preempt the use of the words "Josef Stalin" in connection with any other wording of titles which may not be in conflict or similar, the MPAA said.

Frankenstein Cleared

Also upheld was a prior decision by the title committee on "The Curse of Frankenstein," registered by Motion Picture Releasing Corp. The board said that this title was sufficiently different and not in conflict with Universal's "Frankenstein."

In other action yesterday the MPAA directors also passed the Association's proposed budget for 1957, and elected Paul Quinn of RKO Radio Pictures a board member to succeed William H. Clark, RKO treasurer, whose resignation was accepted.

MOTION PICTURE DAILY

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81, NO. 40 NEW YORK, U.S.A., THURSDAY, FEBRUARY 28, 1957 TEN CENTS

Kan.-Mo. Meet
Si Fabian Sees
Prosperous
Period Ahead

Industry Leaders
Meet Challenges

Special to THE DAILY
KANSAS CITY, Mo., Feb. 27.—The man who built the motion picture industry to its position of world-wide leadership will be able to successfully meet the new challenges and current competition," Si Fabian, president of Stanley Warner Corp., said in the course of his speech here today. The two- (Continued on page 6)



Si Fabian

\$1-Hour Wage Law
Facing Small Theatres

From THE DAILY Bureau
WASHINGTON, Feb. 27 — A. Brylawski, president of the Motion Picture Theatre Owners of Metropolitan Washington, warned the Maryland legislature that small theatres cannot afford a \$1 an hour minimum wage and that many would be forced out of business by such a law. Brylawski's testimony before the committee of the Maryland House of Delegates in Annapolis set the pattern for the line theatre owners will likely take in Washington (Continued on page 6)

Television
Today Page 7

Pledge U. K.
Tax Relief

By PETER BURNUP

LONDON, Feb. 27.—A precise pledge that the Chancellor of the Exchequer will give definite relief on the entertainment tax in the forthcoming budget was given today by Sir David Eccles, president of the Board of Trade, during the course of the first House of Commons debate on the proposed Government Films Bill.

Sir David had said the Chancellor would take into account the consequences of the Films Bill clause fixing the limits of the proposed new statutory levy substituting for the Eady Plan.

"Is he going to reduce the entertainment tax?" a Socialist member in- (Continued on page 6)

Para. Nears End of
Library Survey for TV

Paramount Pictures will shortly complete the survey of its film library launched a few months ago in order to determine if the company has television rights to all pre-August, 1948, product in its vaults, according to Paul Raibourn, vice-president of the company.

Raibourn yesterday reported that Paramount has received "a large number of bids" for its library, which contains about 850 features produced before the 1948 cutoff date. He said that thus far "no decision" has been reached on the possibility of selling (Continued on page 6)

SCC Declines to Take Stand Now
On Holding Area Tests of Toll TV

By J. A. OTTEN

WASHINGTON, Feb. 27.—The Senate Commerce Committee decided today not to take any position at this time on a staff-proposed report urging the Federal Communications Commission to permit a large-scale test of subscription television.

The committee discussed the report at length at an executive session meeting this morning, and finally decided for the time being to keep the report confidential as background information for the senators. Chairman Magnuson (D., Wash.) said the senators would use the report extensively as a basis for

Steering Committee Set

MPA Names 3-Man
Arbitration Group

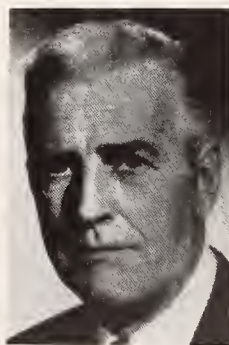
Montague, Reagan, Weltner Appointed
To Hold Meet with Stellings, Gordon

By LESTER DINOFF

The company presidents have appointed a three man distribution steering committee to meet with the heads of Theatre Owners of America and Allied States Association for the purpose of working out arrangements for arbitration

Adler, Todd Receive
'Look Magazine' Awards

Buddy Adler, executive producer of 20th Century-Fox, has been selected by "Look Magazine" to receive its "industry achievement award" for 1956, the publication announced yesterday. Other awards went to Mike Todd as "best producer" for "Around The World in 80 Days" (UA) and to Jack Cardiff as "best cinematographer" for "War and Peace" (Para.). In (Continued on page 2)



Buddy Adler

discussions, it was announced yesterday by Eric Johnston, president of the Motion Picture Association of America.

Johnston, in a letter to Ernest G. Stellings, TOA president, and Julius M. Gordon, president of Allied States Association, the content of which was made public here yesterday by the MPAA, stated:

"I have been asked by the presidents of the companies to reply to the letters of January 30 proposing discussions on arbitration for the motion picture industry.

"In order to deal with the matter (Continued on page 2)



Eric Johnston

Texas Drive-in Group
Again Elects Joseph

Special to THE DAILY

DALLAS, Feb. 27 — Edward Joseph, reelected president of the Texas Drive-in Theatre Owners Association, was presented tonight, together with the new slate of officers, at the banquet which brought to a close the annual convention of the organization.

Other officers are: Jack Tarn, first vice-president; Charles Weisenburg, second vice-president; E. L. Pack, third vice-president; Bob Davis, secretary, and Skeet Novet, treasurer.

New directors named are Pack, Howard Cox, John Jagon, A. J. Valentine, Chester Kyle, R. S. Toren, Harry Secks and Davis.

PERSONAL MENTION

ARTHUR B. KRIM, president of United Artists, will leave here for the Coast at the weekend.

NED E. DEPINET, president of Motion Picture Pioneers will leave New York today for a month's vacation in Phoenix, Ariz.

ROBERT CORKERY, vice-president of the Motion Picture Export Association, will leave here late this week for South America. **CHARLES EGAN**, overseas representative for MPEA, will leave here tomorrow for India.

ALFRED KATZ, United Artists home office foreign department executive, will leave here today for Mexico City and other points in Central and South America.

CARD WALKER and **LARRY GRABURN**, Walt Disney studio executives, have returned to the Coast from New York.

SIG MAITLES, advertising and promotion consultant, has arrived in New York from Hollywood.

LESLIE MACDONNELL, British talent agent, has returned to London from New York via B.O.A.C.

Granada Annual Profit Reported \$214,796

From THE DAILY Bureau

LONDON, Feb. 25 (By Air Mail).—The directors of Granada Theatres, Ltd., have announced, subject to completion of audit and excluding the television subsidiary which has not finished a year trading, a profit for the year ending September, 1956, of £381,207 (\$1,067,379) against £401,043 (\$1,122,920) in the previous year. The net profit after taxation was £76,713 (\$214,796) against £90,628 (\$253,748).

Fox Talent Hunt

In an extensive talent quest, Ben Bard and Jack Saunders, two 20th Century-Fox scouts, have begun a cross-country search for new acting personalities for the studio's talent school and to find a girl to play the teenage heroine of "A Certain Smile."

Twentieth Century-Fox's "Heaven Knows, Mr. Allison," starring Deborah Kerr and Robert Mitchum, will have its world premiere March 14 at the Roxy Theatre here.

MPA Names Arbitration Unit Adler, Todd

(Continued from page 1)

in the most convenient way, a steering committee composed of Abe Montague, Charles Reagan and George Weltner, has been appointed to meet with Stellings and Gordon, for the purpose of working out arrangements for arbitration discussions with representatives of exhibition.

"This same letter is being sent to both Stellings and Gordon, and I will be prepared to set up a meeting for you with the steering committee at a mutually convenient time," Johnston concluded.

Decision Made Tuesday

It was learned here yesterday that the company presidents decided to appoint the committee at a meeting of the board of directors of the MPAA held on Tuesday. Following that meeting, the MPAA said that it had no announcement to make concerning the board's discussions and actions on arbitration. An MPAA board member informed the MOTION PICTURE DAILY after the meeting that the board of directors took "favorable consideration" of the TOA-Allied requests for a joint industry meeting to formulate an arbitration draft. He said that the com-

pany presidents and other board members were "favorably inclined" to exhibition requests for the establishment of an industry arbitration plan in accordance with the recommendations of the Senate Small Business Committee.

The SSBC last Spring recommended following industry hearings on trade practices, that exhibitors and distributors sit down and work out a mutually acceptable arbitration plan which would not include film rentals or sales policies.

TOA and Allied in Favor

The appointment of the distribution committee is the first concerted action by the companies on arbitration in over a year. In the interim, TOA and Allied, at their individual annual conventions in New York and Dallas, respectively, adopted resolutions urging meetings with distribution on arbitration.

The earliest that a meeting between the distribution steering committee and exhibitors could be set up is seen as in mid-March, following the TOA board of directors and executive committee meeting which starts Sunday in Chicago.

Report Eastman Sales 'Best in Its History'

Sales and earnings of Eastman Kodak Company for 1956 were the best the company has had, it was announced by Thomas J. Hargrave, chairman, and Albert K. Chapman, president.

Consolidated sales of the company's U.S. establishments amounted to \$761,689,559, almost seven per cent above the 1955 total of \$714,443,836. Net earnings after taxes were \$94,162,004, an increase of 10 per cent over the \$85,600,130 in 1955, the best previous year for both sales and earnings.

Earnings were equal to \$5.13 per common share on 18,277,260 shares outstanding at year end compared with \$4.66 a share earned in 1955. Earnings were 12.4 per cent of sales compared with 12.0 a year ago.

Sales and earnings in the 1956 fourth quarter (17 weeks) also were the company's best. Sales were \$260,989,772, an increase of 15 per cent over the \$227,159,478 in the 1955 fourth quarter (16 weeks). Net earnings were \$33,193,800, about 20 per cent more than the \$27,617,863 in the 1955 fourth quarter.

Earnings in the fourth quarter were equal to \$1.81 a share compared with \$1.51 in 1955 in the corresponding period.

New Films to Denmark Beginning July 1st

The board of directors of the Motion Picture Export Association has decided to start sales in Denmark of new American films on July 1, according to an MPEA official. In the interim, the MPEA member companies will limit themselves to three pictures from their old backlogs in negotiating film deals with independent theatremen in Denmark, it was stated.

The MPEA board also approved a proposal for the establishment of a film board in the Philippines. Leo Hochstetter, MPEA overseas representative, will arrive in Manila tomorrow and will report to the board next week by cable on remittance problems and permissive uses for American product. Irving Maas, MPEA vice-president, will leave here next week to tour the Far East.

The board also was informed that Marc Spiegel, MPEA overseas representative in Europe, has effected an agreement with East Germany whereby if and when they buy American product, the sound tracks will be the same as used in West Germany.

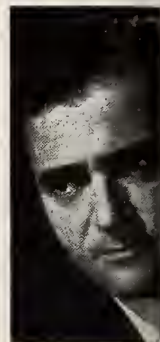
The MPEA board also discussed regulations concerning the Karlsbad and Venice Film Festivals, approving the regulations for the Czechoslovakian meeting and finding that the Venice regulations were not acceptable. The

(Continued from page 1)

addition Elmer Rhoden, president of National Theatres, was given the "exhibitor award," as reported MOTION PICTURE DAILY yesterday.

In the acting division "Look" awards went to Ingrid Bergman for "Anastasia" (Fox) and Rock Hudson for "Giant" (WB). Named as best supporting players were Oscar Homolka for "War and Peace" and Marie Windsor for "The Killing" (UA). Carroll Baker was chosen as the most promising female newcomer of the year and Anthony Perkins the most promising new actor. George Stevens received his third "Look" award as best director of the year for "Giant."

Other winners were Tennessee Williams, "best original screenplay" for "Baby Doll" (WB) and Elia Lehman, "best screenplay adaptation" for "Somebody Up There But Me" (MGM).



Mike Todd

Loew's Meet Today

The annual meeting of Loew's stockholders will take place at 11 A.M. today at the company's office here to discuss the election of company directors and other business matters which may arise.

Ginsberg Meet Set

Henry Ginsberg, co-producer of George Stevens' "Giant," will hold a trade press conference at the Warner Bros. home office here next Monday morning.

directors also took up the Colson remittance situation and were informed that 1956 remittances would be got out of that country within a month.

Meanwhile it was reported from Copenhagen that the first American film to be shown there since the 21-month boycott started was Twentieth Century-Fox's "The River No Return," which opened Tuesday.

"I WANT A GIRL!"

There's a good job waiting for a capable secretary in the advertising department of a major company. Let me a line about yourself.

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PEOPLE

Robert E. Schellberg, administrative executive in the International Division of Eastman Kodak Co., has been named general credit manager of the company. **Donald M. Kladstrup**, assistant to the general credit manager, has been appointed assistant general credit manager.

Robert Bonis, special representative in charge of reserved seat elements for **Cecil B. DeMille's** production of "The Ten Commandments," has resigned his post, effective March 9. Former house manager of New York's Palace Theatre and manager of **Danny Kaye** per-
appearance tours, he will join **Entertainer's** company as head of production staff of **Dena Productions** with headquarters in Hollywood.

Norman Silverman has been appointed Metropolitan and circuit sales manager for **Continental Distributing**. He will begin his new assignment immediately. A veteran of 40 years in the industry, he was last associated with **RKO Radio** as New York branch manager.

Arnold Sharp, vice-president of **Coca-Cola, Inc.**, is serving as chairman of the beverage industry for the **Entertainment Industry Tribute** in honor of **Jimmy Durante**, to be held at the **Waldorf-Astoria** on Sunday, February 17.

Alan Barrett, manager, and **Alex Gott**, assistant manager of **Cloughdown Royal Theatre**, Milwaukee, which was closed on Feb. 13, have been transferred to the **Circle Theatre**, replacing **Robert Perry**, manager, and **Richard Hecker**, assistant manager, who resigned.

Joseph DiRoberto, assistant manager of **Loew's Orpheum** here, has been named acting manager of **Loew's Broadway**, Bronx, succeeding **Jack**, who has been transferred to **Loew's Spooner**.

Men's Business High

Business for **Security Pictures' "Men of War"** is matching the pace of **United Artists' all-time "blockbusters"** in regional premieres in **San Francisco**, **Philadelphia**, **St. Louis**, **Milwaukee** and **Columbus, Ohio** has announced. The gross for the first three days at the **United Artists Theatre** in **San Francisco** was \$12,700. In three days at the **Stanton** in **Philadelphia**, it was \$12,560. The five-day gross at the **Esquire** in **St. Louis** was \$10,000. In its first five days at the **Loew's** in **Milwaukee** it did \$9,660 and three-day gross at **Loew's Broad** in **Columbus** was \$5,100.

See Butler Decision Aid to Censor Fight

From THE DAILY Bureau

WASHINGTON, Feb. 27 — The Supreme Court's decision in the **Butler** case Monday brings into question all motion picture censorship laws, a Motion Picture Association official declared.

In that case, the court declared unconstitutional a Michigan law making it a misdemeanor to sell books, pictures or other material that might incite or corrupt minors. The court said such a standard would require adults to read only material suitable for children.

This decision, an MPAA spokesman said, "puts into serious question all the criminal statutes on the states' books." He added this applied not only to statutes covering reading matter but also to those "trying to include motion pictures in their obscenity statutes."

In view of the court's unanimous ruling in this case, this official said, "it's hard to believe the court would now go for any prior censorship law." Four states currently have such laws on their books—**New York**, **Maryland**, **Virginia** and **Kansas**.

Meanwhile in **Detroit** it was noted that the police censorship of motion pictures there is operated under a city ordinance with wording close to that of the now over-ruled state statute. Some observers there believe that the city ordinance, if challenged, could thus also be set aside. However, no move has been made by exhibitors or other groups.

Cantor Resigns as Head Of RKO Exploitation

Dave Cantor, exploitation director for **RKO Radio Pictures** since 1952, has resigned, effective tomorrow, it was announced here yesterday by **Walter Branson**, vice-president in charge of world-wide sales.

Cantor, who will return to **Los Angeles**, joined **RKO Radio** 16 years ago as Western sales supervisor. In 1950, he was assigned to the home office here as assistant exploitation director, and two years later was named head of the department.

Exploitation activities at **RKO Radio** will now be handled by the company's publicity department, which is headed by **Alfred Stern**.

Mary McCall Candidate To Head Writers Guild

HOLLYWOOD, Feb. 27 — Incumbent **Edmund L. Hartmann**, who will run for reelection to the presidency of the **Writers Guild of America**, West, at the annual meeting in May, will be opposed for that office by **Mary C. McCall, Jr.**, who held the presidency for three years in the period before the organization was amalgamated with **Television and Radio Writers**, the guild revealed as these and other petitions for nominations were filed.

Unique Theatre To Be In Williamsburg Center

Special to THE DAILY

WILLIAMSBURG, Va., Feb. 27. —A unique motion picture theatre will be an integral part of the elaborately equipped information center for the **Williamsburg Restoration** which will be opened here on March 30. Besides the theatre, designed to tell visitors the story of this colonial restoration before they tour its major points, the new center will include a restaurant, a swimming pool, rooms for 200 guests and an administration building.

The theatre consists of two auditoriums, seating 500 persons in all, served by a center projection booth. The screen installation, said to be the largest in the world, consists of two aluminum screens each 120 feet long by 26 feet high. Only 50 feet in the center of each screen will be used, however, for the "information image," the additional 35 feet on each side being used as a "blend-off" area. There will be a brightness ratio of one and one-half for the information area to one for the blend-off area.

Horizontal Projection Planned

Patrons will sit in eight rows in each auditorium and the seats will be much closer to the screen than under ordinary conditions. Horizontal **VistaVision** projection will be used with six track magnetic sound with five speakers behind each screen and 12 surround speakers in the ceiling of each auditorium.

A documentary picture titled "**Williamsburg—Story of a Patriot**" and made by **Paramount** will be shown continuously in both auditoriums.

N.Y. Receipts Show Decline from 1948

Special to THE DAILY

ALBANY, Feb. 27—Motion picture box office receipts for **New York State** in 1954 were \$177,000,000, a decline of 11.6 per cent from 1948, despite the fact that admission taxes are included in the 1954 figure and weren't in the earlier one. The figures were issued by **State Commerce Commissioner Edward T. Dickinson** in the current issue of **New York State Commerce Review**.

According to the report, drive-in theatres scored major gains but conventional houses fell off. In 1954, there were 1,159 theatres in operation in the state—1,033 regular and 126 drive-ins. This represents a loss of 116 from 1948 where there were 1,241 regular and 34 drive-ins.

The state's entertainment and recreation industries had a total of more than \$855,000,000 during 1954 with motion pictures representing the largest total of this. Distribution services, located chiefly in **New York City**, accounted for \$318,000,000 in receipts and 6,900 employees. Receipts from film production came to \$31,500,000, of which television film production accounted for \$16,100,000.

The figures, based on the 1954 U. S. Census of Business, have just been made available for analysis.

... NEWS ROUNDUP

New Post for McCurdy

Sidney M. Markley, vice-president of **American Broadcasting-Paramount Theatres, Inc.**, has announced the appointment of **Walter R. McCurdy** as his assistant. McCurdy has been associated with **AB-PT** as manager of the theatre concessions department since 1953. **John J. Convery**, formerly assistant manager of the concessions department, will assume the position of manager of concessions.

Recess CMPS Meets

Industry-wide negotiations for a new labor contract covering motion picture salesmen, being held by an 11-man distribution committee of branch operation supervisors and a six-man group of the **Colosseum of Motion Picture Salesmen**, have been recessed until a later date.

'Bus' for Festival

"The **Wayward Bus**," 20th Century-Fox's production of the **John Steinbeck** novel, has been chosen as the company's entry in the annual **Berlin Film Festival**, June 21 to July 2. The picture is currently being filmed in **Hollywood** under **Victor Vicas**, noted French director.

'Girl' Big in Canada

Twentieth Century-Fox's "**The Girl Can't Help It**" is doing excellent business in **Canada**, the company has reported. It grossed \$17,345 in its first week at **Montreal's Palace** and a big \$12,855 in six days at **Vancouver's Orpheum**.

Berger Sells Lakers

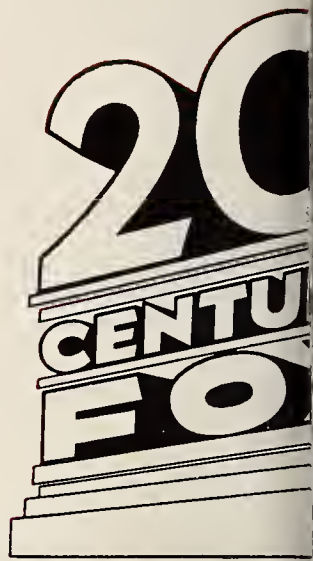
Ben Berger, prominent exhibition leader in the **North Central** territory, has sold his professional basketball franchise, the **Minneapolis Lakers**, for \$150,000 to former baseball player and manager **Marty Marion**. Berger agreed to the sale early this week. He returned to **Minneapolis** yesterday.

Fete Stewart, Hayward

James Stewart and **Leland Hayward** yesterday were the guests of honor at a press cocktail party hosted by **Russell Downing**, president and managing director of **Radio City Music Hall**. Stewart portrays **Charles A. Lindbergh** in "**The Spirit of St. Louis**," which Hayward produced for **Warner Bros.** It is currently playing at the **Music Hall**.

Spyros P. Skouras 15th

MARCH 24th



Commemorating
15 Years

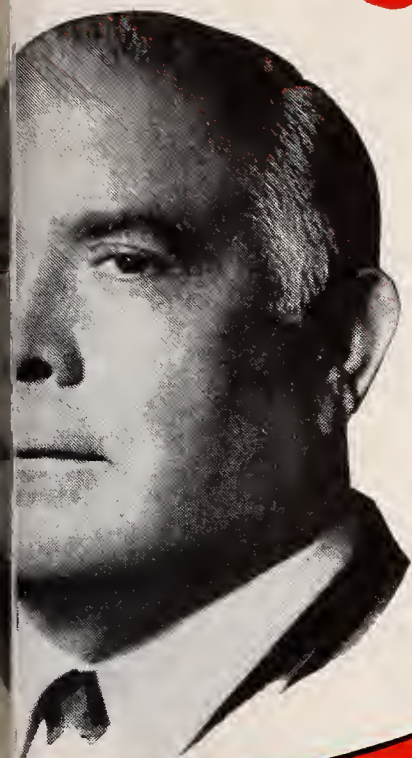
Thank you, exhibitors everywhere, members of the press, and our friends throughout the amusement world, for your spontaneous response and enthusiasm, as you join with us in our happiest celebration—dedicated to the fifteen years of unstinting and unlimited vision, inspiration and loyalty we have enjoyed under the leadership of Spyros P. Skouras.

We are deeply moved and gratified by the requests of exhibitors large and small—from the head of the largest circuit to the owner of the smallest theatre—to participate in the celebration from March 24th to May 4th.

This recognition of a selfless dedication to the highest principles and purpose of the entertainment world warms the heart of each one of us in the hard-working forward-thinking 20th Century-Fox family. We try as an organization to live up to the spirit set by our President.

Anniversary Celebration

TO MAY 4th



Leadership as our President

Now we re-dedicate our efforts to make the most of the best pictures in our entire history, to deal fairly with you and with the public to the best of our ability. This is the way in which we can best honor Spyros P. Skouras: to make *your* playing time more prosperous, *your* present and future more secure.

the 20th Century-Fox Family



Industry Can Meet Challenges, Says Fabian

National Pre-Selling

(Continued from page 1)

day annual meeting of the exhibitors ended today.

"We can't re-trace our steps to the old days or the old ways," Fabian said. We can't go back to the easy days of the past. It just isn't there any more. The familiar landmarks of trade practice and trade policies have been swept away in an avalanche of change—wrecked by the Consent Decree and shattered by TV."

Then, expressing confidence that the industry leaders can meet the new challenges, Fabian added: "We are many of us pioneers and the sons of pioneers. My sons are the third generation in motion pictures. I have no intention of retiring in defeat from the career to which I have devoted my life—especially when I am confident a safe and prosperous period is ahead."

As part of the evidence for an optimistic outlook Fabian asserted that television is "educating a vast public in the differences between hastily produced TV shows and the satisfying entertainment available in motion picture theatres."

Sees Public Eager

"The public wants theatre entertainment and will profitably absorb more features than the present market offers," the Stanley Warner executive said. "The public is so hungry for theatre entertainment of its choice that we can successfully compete with spectaculars, television first-runs, star studded playlets and shelved film classics."

Fabian also told the convention that the industry once more "needs exhibitors who are also producers—producers who are compelled by the needs of their organizations to care what happens to theatres." Exhibitors have too long permitted producers and distributors alone to make policy for the entire industry, he declared, adding "we have been guilty by default, by not organizing the remedy."

One way exhibitors can share in cre-

Technicolor-Cinerama Research Is Fabian Aim

Special to THE DAILY

KANSAS CITY, Feb. 27—An intention to discuss with officials of the Technicolor Corp. a plan to utilize the research facilities of that firm to a greater extent was expressed here today by Si Fabian, president of Stanley Warner theatres, at the luncheon meeting of the Kansas-Missouri Theatre association.

Fabian announced an intention of going to Hollywood immediately in order to consider how the vast research facilities of Technicolor can best be employed to the advantage of both Cinerama and to Technicolor. He added that Stanley Warner is not contemplating the purchase of Technicolor.

ating policy is by making more pictures available, Fabian pointed out. "Paramount has blazed the trail. National Theatres are planning a production program. As for our own company, I hope the road will be clear in the near future to enable us also to add a feature to the national product output."

Says Country Will Benefit

"The benefits of an exhibitor-producer hookup not only provide additional features to the affiliated theatres but also to the whole country. In producing for its own theatres, an exhibitor-producer produces for the industry, since obviously no chain can afford to produce for itself alone. And

the hunger of its own theatres for a steady flow of product is powerful pressure on the production staff, to feed out product more evenly throughout the year.

Clarifies Studio-Theatre Situation

"It is not generally known or understood throughout our industry, but the theatre end of a studio-theatre chain set-up always had a definite influence on the production and sales policies of distribution. Faced with the prospect of empty theatre screens the studios often were forced to make pictures available to their own theatres when distribution had already decided to hold up the releases. And when a company released films to its own theatres it could not long delay the general release.

"This is not theory. It is experience. It is a fact of economic life well known to anybody who has been close to an integrated operation."

The Stanley Warner president also told the exhibitors that many pictures are being played in theatres too long. "The fact that more people have shown up at your box office because there were two programs available in one week instead of a one seven day program, suggests that you are starving the theatre-going public for theatre entertainment and forced to short-change yourself by not being able to give your patrons more opportunity to see more pictures."

Convention Well-Attended

Fabian's address wound up what was described as the best attended and most productive convention of the association in many years.

Wage Law

(Continued from page 1)

against a proposed federal minimum wage coverage for theatres.

The Maryland legislature is considering a proposal to set a \$1 an hour minimum wage and to cover, among other businesses, all theatres with more than three employees. At present, there's no minimum wage law in the state. Since the Washington theatre group includes members with 28 theatres in Maryland, Brylawski testified before the Maryland House committee.

Emphasizing that most employees of smaller theatres are part-time workers, Brylawski declared a \$1 hourly minimum "would make it impossible for many smaller theatres to operate."

Brylawski is presently scheduled to testify for the Theatre Owners of America before the Senate Labor Committee in Washington sometime the week of March 11, and before the House labor committee that week or later. However, it is possible that he will ultimately decide to submit TOA's stand in writing rather than appear personally.

The administration is proposing to cover under the \$1 an hour minimum

British Taxes

(Continued from page 1)

mediately asked. "There is no other way," Sir David answered.

Traditionally the Chancellor cannot give particulars of any tax relief until the budget is opened in Commons. Sir David's unorthodox step was taken here as acceptance of the film industry's unanswerable case for relief.

Paramount Survey

(Continued from page 1)

the product for television distribution.

The Paramount executive confirmed that the Columbia Broadcasting System is one of many television organizations which have expressed interest in acquiring the block of films. He said that it "is untrue" that Paramount's board of directors has reached agreement in principle on the CBS proposal. "The directors haven't approved anything," he said.

wage provision of the Federal Minimum Wage Law all retail and service enterprises—including theatres—with more than 100 employees and more than \$1,000,000 a year in purchases of material moving directly across state lines.

"SAINT JOAN," the United Artists release, is the recipient of considerable attention in the March 5 issue of "Look." A pictorial story of Jean Seberg, the Iowa high school girl who was selected by Otto Minger to play the part of Joan of Arc appears on six pages.

Julie London, who plays an important part in "The Great Man," U.I. release, is on the full-color cover of "Life's" February 18 issue. A spot-lighted dramatic scene played by Julie in film. Her home life is depicted by a page photo in full color of Julie, two children and Patsy, the family dachshund.

"Rock, Pretty Baby," starring Mineo, is a diverting comedy about some high school jazz men who go to go professional," reports Ed Miller in the February issue of "Seventeen."

"The Happy Road," reports Herbert in the March issue of "Country Housekeeping," "is a gay, offbeat count of how two ten-year-olds away from boarding school in Switzerland and hitchhike to Paris, rowly outwitting the combing of parents, police and allied army on full-scale maneuvers."

"The Wings of Eagles" is advertised on the table of contents page of the February 23 issue of "The Sunday Evening Post."

Marshall Scott gives a laudatory review to "The Wrong Man," the Alfred Hitchcock production of the Stork Club musician starring Humphrey Bogart, in the February issue of "Cosmopolitan."

"Albert Schweitzer" is an extraordinary film biography," reports Bennett Cerf in the February 17 issue of "This Week." Cerf devotes his entire department in this issue to about the film, which is playing at the Guild Theatre in New York.

"The Tattered Dress" and Jean Crain, the star of this new U.I. picture, are spot-lighted in a color page ad for Lux which appears in the February issue of "McCall's."

"Funny Face," starring Audrey Hepburn and Fred Astaire, gets a two-page illustrated review in the March issue of "Compact."

Anthony Perkins, star of "Strikes Out," is profiled in the March issue of "Glamour."

WALTER HARRIS



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VIEW:

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id—MGM

Hollywood, Feb. 27
ending with considerable dexter-
the method of the documentary
the manner of the melo-
ia, Bryna Productions' able Jerry
ler, utilizing the graphic direction
Hugo Haas and an outspoken
t by Mel Dinelli, brings to the
d market of general release a pic-
ation of Shirley Jackson's "The
s Nest" much more suitable for
eatre exhibition. It is, as has
made widely known, the story of
l with three contrasting personali-
and of a psychiatrist's successful
ment of her condition by use of
osis. The subject is treated with
or, with explicit dialogue and un-
ained realism, and clearly is not
ded for juvenile consumption.
n the positive side, as concerns
g, the film has the name of Elea-
Parker, whose performance in the
ipal role is a fine piece of work,
of Richard Boone, whose portrayal
e doctor is the more convincing
use of his long run in "Medic,"
her with those of Joan Blondell,
difficult character part, and dir-
er Haas, who plays an agreeable
labor.
e story, set in an unnamed city,
nts Miss Parker as a 25-year-old
eal worker of modest mien who
rts her quiet personality at inter-
to become a woman of abandon,
mbering nothing of this when she
ns to her workaday character.
iatrist Boone treats her hypnoti-
to take her back to her childhood
enables her to bring up through
ed-off memory the sordid events
h as her mother's drunken death,
ved by her own violation by her
er's drunken lover—which have
responsible for her trouble. He
discovers she has a third per-
ity, the childhood personality of
eriod prior to the death and the
ament, and when the picture
s he has restored her completely
is one.
ing time, 82 minutes. Adult clas-
tion. Release, in March.

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collection of "tested business
ing ideas" for theatres showing
B. DeMille's production of "The
Commandments" is being dis-
ed to exhibitors by Paramount.
shed in the form of a specially-
d, 50-page volume the information
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n techniques, and offers numer-
valuable suggestions.

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SSC Declines

(Continued from page 1)

would be devoted in good part to the toll TV question. He said the committee was inviting any other interested senator to sit in on the session.

Committee members said the failure to act on the report could not be taken as either approval or disapproval of its views. They said today's committee discussion didn't get deeply into the merits of the toll TV matter, but was more procedural on what should be done with the report. Magnuson said several committee members complained they hadn't had a chance to study the report, and therefore it was decided to take no action on it at this time.

Reticent Regarding Future

Magnuson refused to predict whether the committee would ever act on the report. However, two other committee members indicated they doubted the report would ever become an official committee report.

The commission, which has had the toll TV question under consideration for several years, finally began last Thursday a discussion of what to do about it. The FCC will take this up again at a meeting Monday, the day before it's scheduled to testify before the Magnuson group.

Says Toll TV Would 'Violate Public Rights'

MANCHESTER, N. H., Feb. 27.—Harold E. Fellows, president of the National Association of Radio and Television Broadcasters, said tonight that subscription television would violate the rights of millions of Americans who bought TV sets with the idea that television programs are free.

Non-subscribers to proposed pay-television plans, he pointed out, would be unable to view some commercial channels at specified times even though they had bought sets with the assumption that they "would have no further cost in getting programs other than upkeep of the receiver. Those of us in broadcasting," he said, "feel that subscription television is like contracting to buy a newspaper, only to find two or three pages blank every day."

In a speech before the Manchester Chamber of Commerce, Fellows said that if there is to be any subscription television at all it should be offered "by landline or by other means of radio communication" which would not disturb the ability of everyone to hear and see all existing free services, all the time . . . without charge."

Todd Named Director

LONDON, Feb. 27.—Producer Mike Todd has joined the board of the Palace Theatre Company here, according to an announcement by Emile Littler, chairman, who also said that Todd's "Around The World in 80 Days" will most likely be shown at the theatre toward the end of the year.

Television Today

Quigley Film Review Files Available to TV Industry

For those members of the television industry who need information on the content, merits or demerits of motion pictures, currently so much a part of television programming, the review files of Quigley Publications are open. Their availability is convenient, ready and constant, for either perusal in the Quigley offices or on temporary loan for the purpose of photostating reviews.

Over the years, the Quigley Publications reviews, written by men who know product and its values, have provided extraordinary guidance to the motion picture business. Now they can serve that purpose for television, as well. Listings of the product, with pertinent data, also are found in the "International Television Almanac," likewise of wide and convenient value to the TV industry.

See Counties Deciding On Tax Funds for TV

Special to THE DAILY

SALT LAKE CITY, Utah, Feb. 27.—County Commissions throughout the state will decide on an individual basis whether or not to use taxes collected for recreational purposes to provide television to remote areas as provided for in the Hunter Bill, which Governor George D. Clyde signed late last week. The bill had previously passed both houses of the legislature by heavy majorities.

At the present time a ¾ mill levy is allowed for recreation. Monies could be taken from the fund to purchase ground and equipment for translator systems. There are no details as yet, but there were some indications that county residents will be allowed to vote on the matter before funds are used for TV.

Several areas in Utah currently have television through the use of community antenna systems. Backers of the bill said the translator systems will be considerably cheaper and will bring television to all counties that desire it.

Direct signals from television now are received only as far south as 90 miles from the transmitters in Salt Lake. This means that approximately four-fifths of the geographical area in Utah and about one-sixth of the 650,000 population are not now within the range of television.

Beelby Appointed

The appointment of Malcolm Beelby as director of music operations, Hollywood, for CBS Television, effective immediately, has been announced by Henry Howard, director of music operations for the network.

NTA and Desilu Sign New Production Deal

National Telefilm Associates and Desilu Productions have entered into a joint television production program in which Desilu will produce a number of TV series, and a full-length feature motion picture for distribution by NTA. Under the production program, Desilu will turn out four television series, "The Last Marshall," "Official Detective," "Personal Report, Inc.," and "The Sheriff of Cochise," which is now being shown over 150 stations in the U.S.

NTA and Desilu, this coming spring, will produce a full length motion picture in color and wide screen based on "The Sheriff of Cochise," which stars John Bromfield.

May Seek Financing

Under its rapidly expanding operations, NTA is expected to seek outside financing for its production program. It had been previously reported that NTA has been conferring with Bache & Co., a Wall Street banking investment house, in regard to obtaining some \$9,000,000 for production backing. NTA recently disclosed plans also to enter into franchise distribution agreements in the foreign market.

NTA's second quarter earnings, for the fiscal year ending on July 31, 1957, are expected to substantially top the 35 cents per share earned in the first fiscal quarter. For the first six months of this fiscal period, NTA earnings are expected to exceed the \$441,877, or 68 cents per share, earned in the entire 1956 fiscal year.

CBS-TV Executive Realignment Made

Merle S. Jones, president of CBS Television, yesterday announced the following appointments and realignments of executive responsibilities effective immediately: William H. Hylan and William B. Lodge have been appointed as vice-presidents of new administrative departments, Hylan in the sales administration and Lodge in station relations and engineering.

Reporting to Hylan will be Thomas Dawson, newly appointed vice-president of network sales. Edward P. Shurick will report to Lodge as newly appointed vice-president and director of station relations. Hubbell Robinson, Jr., as executive vice-president in charge of network programs, will continue as the officer responsible for the broad area of network programming.

Donahue to Gobel Show

HOLLYWOOD, Feb. 27 — Jack Donahue, Broadway television film director, will succeed Al Lewis as director of the George Gobel show beginning March 9th.

BOMBSHELL BALLY FOR TERROR-IFIC TWIN SHOWS

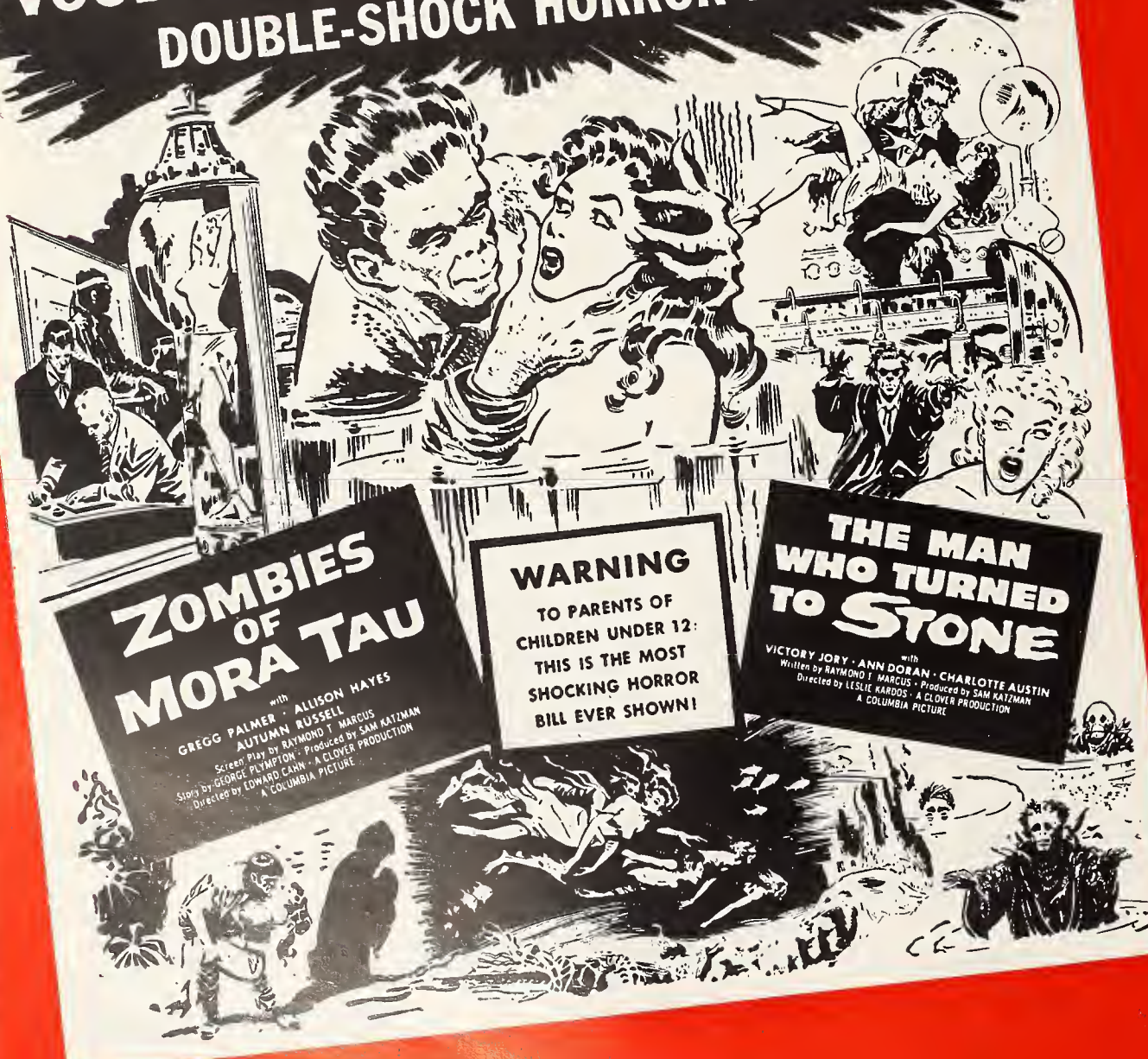
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81, NO. 41

NEW YORK, U.S.A., FRIDAY, MARCH 1, 1957

TEN CENTS

ly to Buy

B-PT Winds to Theatre solutions

e & New Hampshire
est Sold to Partners

By J. A. OTTEN

WASHINGTON, Feb. 28—Amer-Broadcasting-Paramount Theatres dissolved the last remaining interest required to be dissolved by the consent decree, and is now seeking court approval for new acquisitions.

It became known when Justice Department officials revealed that (Continued on page 4)

Denver, Cleveland s Meeting Slated

The first two in a series of regional meetings of Allied Artists division branch managers will be held this weekend in Denver and Cleveland, it was announced yesterday by Joseph R. Goldstein, vice-president and general sales manager. Plans for the meetings were formulated at the company's recent studio executive sessions.

The Western division meeting, at (Continued on page 2)

is to Coast for Promotion Meets

Herbert H. Lewis, United Artists national director of advertising, publicity and exploitation, will leave here today for Hollywood to conduct conferences on production and pre-production of the company's new \$6,000,000 promotion program.

The meetings will begin Monday (Continued on page 2)

television Today

Page
4

Sweepstakes Outdrawing Audience Awards: Stellings

Special to THE DAILY

CHARLOTTE, Feb. 28 — The Academy Awards Sweepstakes, first phase of the industry's business building jubilee program, which got under way with the announcement of annual nominations for Academy Awards last week, is going very well and "currently is way ahead of the Audience Awards of last year in popularity with theatre patrons," Ernest Stellings, president of Theatre Owners of America, said at his headquarters here today.

Stellings is head of the Stewart and Everett Theatres here, which is participating in the Sweepstakes.

Four Topics Highlight TOA Board Meeting

Special to THE DAILY

CHARLOTTE, Feb. 27.—Ernest G. Stellings, president of Theatre Owners of America, today reported that arbitration, industry promotion, the Minimum Wage Law and the Small Business Administration will be the (Continued on page 4)

Combined Business Plan Submitted to Companies

The report on combining three industry business-building plans has now been submitted to the individual distribution companies for consideration, and MPAA spokesman reported yesterday, following a meeting of the (Continued on page 2)

Sees Loew's Film Sales to TV Producing \$40,000,000 Gross

The sale of the pre-1949 Loew's Inc. film library to television stations in the U.S. will produce a gross revenue of \$40,000,000, payable over a period of five to seven years, according to Joseph R. Vogel, president.

Vogel yesterday told company stockholders that thus far the M-G-M feature film library has been leased to 32 stations under seven-year license deals. He said that these deals alone will produce over \$34,000,000.

If the company can conclude an agreement with another station, negotiations in which were expected to be finished yesterday, the revenue

At 38th Annual Meeting

Profit Main Goal of 'New' Loew's: Vogel

Stockholders Told of Changes Made in Studio Operations; Production Plans

By LESTER DINOFF

The new board of directors of Loew's Inc. and its management "will not be restrained by ties of the past" and will serve the interest of all stockholders without fear or favor in working to rehabilitate the company, "to make it

Zanuck Resigns Post On 20th-Fox Board

Darryl F. Zanuck, producer and member of the board of directors of 20th Century-Fox, yesterday resigned "with great regret" from the directorate, a post to which he was recently elected. The announcement, made by Spyros P. Skouras, president of the company, stated that Zanuck had not been able to attend a meeting of the board since his election.

It was further stated that Zanuck will continue to make himself available to the board and to Skouras for counsel on matters involving company policy.

Zanuck felt that with five of his films scheduled to be in production in different parts of the world, it would be impossible for him to devote the necessary time and effort to (Continued on page 2)



Joseph R. Vogel

show more profit from its far-flung operations, and to make its equity more valuable," Joseph R. Vogel, president, declared yesterday.

Presiding over his first stockholder meeting, the 38th annual in the history of Loew's Inc. which was held

at the Loew's State Theatre here, Vogel informed some 800 investors that he is "exploring every avenue to save corporate money" and that he is "only interested in making money" (Continued on page 5)

To Meet Next Week on Loew's Stock Split

Officers and attorneys for Loew's, Inc., Loew's Theatres and eight insurance company representatives will appear before Federal Judge Edmund L. Palmieri early next week in New York District Court to further work out compliance with the Consent Decree so as to speed up the company's (Continued on page 4)

Village Trust Suit Set For Fourth Trial

Special to THE DAILY

SALT LAKE CITY, Feb. 28.—The fourth trial of the anti-trust suit of the Village Theatre Corp. against Paramount Pictures, Intermountain Theatres, Inc., and other defendants (Continued on page 2)

PERSONAL MENTION

DARRYL F. ZANUCK is scheduled to leave here over the weekend for London.

LOUIS PHILLIPS, vice-president and general counsel of Paramount Pictures, returned to New York yesterday from Hollywood.

GEORGE P. SKOURAS, president of United Artists Theatre Circuit, and **RAYMOND WEMPLE**, vice-president and treasurer, have returned to New York from Europe.

LACY W. KASTNER, president of Columbia International, will return to New York today following a one-month tour of South America.

BERNARD JACON, president of Jacon Film Distributors, has left here for a two-week business trip through the Midwest.

JACK DIAMOND, Universal-International studio publicity director, will return to the Coast over the weekend from New York.

MARCEL HELLMAN, producer, will return here today from London.

Net 1956 Gen. Precision Equipment Declines

Net income of \$2,394,729, or \$1.73 a share, was reported by General Precision Equipment Corp. yesterday for 1956, compared with \$2,530,758, or \$2.05 a share, for the preceding year. Sales of \$153,261,864 set a new company record. Sales in 1955 were \$133,337,819.

Hermann G. Place, president, said 1956 earnings were affected by operating and liquidating losses of Ampro Corp., a subsidiary, by a protracted strike at International Projector, another subsidiary, and operating losses sustained in other divisions.

O'Shea Confirms Deal

Confirming *MOTION PICTURE DAILY*'s story Wednesday on the closing of a deal for the distribution of RKO Radio Pictures' product in Canada through Empire-Universal Films, Ltd., Daniel T. O'Shea, RKO president, said yesterday: "With the signing of this contract RKO has concluded the streamlining of its distribution organization, in keeping with practical, common-sense marketing of films."

Zanuck-Fox

(Continued from page 1)

duties as a director of the corporation.

With his first independent production, "Island In The Sun," now being completed in England; and his next picture, "The Sun Also Rises" scheduled for filming in Spain and Mexico, he will, of necessity, be spending a great deal of his time away from New York.

Approves Management

During the past week, Zanuck pointed out at a company board meeting yesterday, he has been in conference with Skouras and other executives of the corporation and, as the largest individual stockholder, he told the board he is more than satisfied with the way management is operating the corporation, and is extremely pleased with its continuing progress.

Village Trust Suit

(Continued from page 1)

has been set for April 15 in Federal District Court here.

The Village Theatre operated in a suburb of Salt Lake before selling out to Fox Intermountain Theatres in 1955. The original action, seeking \$400,000 damages, was brought in 1952. Judge Willis W. Ritter found for Village Theatres after the first trial. His decision was overruled on appeal and the case sent back for retrial. Two trials since ended in a deadlock.

Lewis to Coast

(Continued from page 1)

when Lewis, along with Robert F. Blumofe, UA West Coast vice-president, and Leon Roth, West Coast publicity coordinator, will confer with producers of films now in work, in preparation or completed. Subjects will include allocation of budgets and the setting of overall campaigns for specific films slated for release this year by UA.

Mitchum Goes on Tour To Promote 'Allison'

20th Century-Fox is sending Robert Mitchum on a six-city trek in connection with his new film, "Heaven Knows, Mr. Allison," beginning next Monday in Toronto. The tour is part of the company's plan to use such promotion for each major production.

Following his Canadian visit, Mitchum will head for Detroit, Chicago, Cleveland, Pittsburgh, and Cincinnati. The actor will meet the press in each city, appear on radio and television and participate in various exploitation activities on behalf of the CinemaScope production.

Films Misrepresent Teenagers: Whitney

From THE DAILY Bureau

HOLLYWOOD, Feb. 28.—Producer C. V. Whitney today issued a statement sharply criticizing producers "who continued to turn out films presenting American teenagers as a lost generation," and announced the allocation of \$2,000,000 for production of the John Burress novel, "Missouri Traveler," as a picture that will refute "charges of demoralized American youth."

Whitney said, "I am shocked by those Hollywood producers who would have the world believe our teenagers are incorrigibles, that nearly every boy carries a switchblade knife for lethal purposes, that every girl is a potential gangster's moll, and that they have no sense of responsibility. I am fed up with stories that belittle our younger generation. I will present to the screen a boy with the free and valiant heart of youth. We have 18,000,000 teenagers in this country, and 97 out of every 100 are responsible kids."

Sweepstakes Publicity Seen Gaining Momentum

Paced by a \$10,000 prize contest in Chicago, where 150 exhibitors have made a tie-up with the "Chicago Sun-Times," the Academy Award Sweepstakes is gathering publicity momentum in newspapers throughout the country, COMPO reported yesterday.

All downtown Chicago theatres have joined with the other theatres in the city in making the tie-up with the "Chicago Sun-Times," Charles E. McCarthy, COMPO information director, said. The newspaper will print Sweepstakes entry blanks daily beginning Sunday.

McCarthy reported that 12 more theatres advised COMPO yesterday that they were participating in the Sweepstakes, bringing the total of participating theatres up to 2,550.

Paramount Regionals Open Monday in N.C.

Special to THE DAILY

CHARLOTTE, Feb. 28.—A series of Paramount sales meetings in the branches of the Southwestern division will start here on Monday with Hugh Owen, vice-president of Paramount Film Distribution Corp., presiding.

Atlanta, Memphis, New Orleans and Jacksonville are the other cities where meetings will be held before Owen returns to New York on March 10.

W. Gordon Bradley, Southeastern division manager, will come here from Atlanta, where he has his headquarters, for the first meeting, and will accompany Owen to the other branches.

A. A. Meeting

(Continued from page 1)

the Brown Palace in Denver, which presided over by Harold Wirth, Western division manager. L. E. Goldhammer, Eastern division manager, and Arthur Greenblatt, special home office sales representative, will head the Cleveland meeting at Statler Hotel there.

Sales policies set last week at a studio meeting on 36 pictures to be released during the next 12 months will be outlined by Wirthwein, Greenblatt and Goldhammer.

Branch managers who will attend the Denver sessions are: F. Thomas, Kansas City; M. Schweitzer, St. Louis; Don Tibbs, Salt Lake City; and Jack Felix, Denver. At Cleveland will be branch managers Nat Dickman, Albany; Harry Bertram, Buffalo; Ben Abrams, Boston; Schultz, Cleveland; John Pavone, Haven; Milton A. Lipsner, Washington, D. C., and Milton H. Glick, Cincinnati.

Following the Denver gathering, Wirthwein has set a second Western division meeting in San Francisco, with representatives from AA's West Coast exchanges in Los Angeles, Portland, Seattle and San Francisco.

Meetings of the Southern and western divisions will be held during the next few weeks. The regional meetings are taking the place of regularly scheduled national meetings.

Combined Business Plan

(Continued from page 1)

advertising-publicity committee at Harvard Club here.

The combined report, which was prepared by Taylor Mills of M. and Charles McCarthy of COMPO was discussed yesterday in full. spokesman said, but no decision reached. The group will meet next Tuesday at the same place.

The report has been forwarded to Chicago for consideration by the Theatre Owners of America's board of directors which will begin its meetings there on Sunday. It will also be presented to West Coast publicity directors by Roger Lewis, chairman of the MPAA advertising-publicity committee, who departs for New York today.

NEW YORK THEATERS

RADIO CITY MUSIC HALL
Rockefeller Center
JAMES STEWART
AS CHARLES A. LINDBERGH IN
"THE SPIRIT OF ST. LOUIS"
In CinemaScope and WarnerColor
A Warner Bros. Picture
and SPECTACULAR STAGE PRESENTATION

TENT TALK

Variety Club News

BOSTON — The Variety Club of England will present its Great Award to Thomas A. Yawkey, president of the Boston Red Sox, at dinner at the Hotel Statler on Sunday, April 14. The award is presented annually "to the individual who has the greatest amount of good the greatest number of people." The dinner will mark Yawkey's 25th anniversary as owner and president of the Red Sox Baseball Club.

△

BANY — The fourteenth annual dinner dance of the local Variety Club, recently at the Sheraton-Ten Hotel, honored Harold Gabri- retiring chief baker. Under his administration progress was greatest in 9's history. Gabrilove, a former Paramount-Publix manager, is president RTA Distributors.

△

ETROIT — Tent No. 5 held "fractured Friday" party recently. Barker, Ben Rosen, played to the membership and guests. Leading were the principals of stage play "The Match Maker," Loring Ruth Gordon, Loring Smith Patricia Cutts.

Promise of Tax Relief barrasses Eccles

From THE DAILY Bureau

LONDON, Feb. 28.—The statement of the Board of Trade president Sir David Eccles in the House of Commons today that the forthcoming budget would provide for entertainment tax was regarded in governmental circles here today as a marked indiscretion and which is understood to have earned Sir David considerable criticism.

Eccles was pressed into making a change of tax relief by the insistent questioning of a Socialist member of parliament. When the debate ended last night Eccles said: "I should like to deny that I said I knew the tax would be reduced."

Nevertheless, his earlier statement was precise and unequivocal.

Despite his departure from precept, members of both parties believe the Government has decided to accept the industry substantial tax re-

duction. Leading motion picture stocks registered increases on the stock exchange today.

Republic Dividend Set

A regular dividend of twenty-five cents per share on preferred stock, payable April 1, 1957, to stockholders of record as of the close of business on March 15 was declared here by the board of directors of Republic Pictures Corp. at a meeting held Wednesday at the company's offices.

Delft Management Control to Schuyler

BUTLER, Wis., Feb. 28. — The board of directors of Delft Theatres, Inc., circuit operating in Michigan and Wisconsin, announced today that stock control of the corporation and all of its solely-owned subsidiaries has been purchased by the parent company and that through a recapitalization plan management control passes to John B. Schuyler, Delft president and general manager.

The subsidiaries include Iron-Delft, Delft-Ejay, Inc., and Delft-Wisconsin, Inc. Schuyler celebrated 40 years in the motion picture industry in December of last year, having entered the business in 1916 as an usher at the Strand Theatre in Trinidad, Colo., in which he later acquired an interest. From 1923 to 1944 he was in the theatre equipment and supply business, having been employed by Exhibitors Supply Co., Leo E. Dwyer Theatre Supply Co., and National Theatre Supply Co., in that order. He joined Delft in 1944.

Oklahoma Exhibitors Meet March 6 and 7

OKLAHOMA CITY, Feb. 28.—The two-day "second jubilee convention" of United Theatre Owners of Oklahoma will be held here at the Biltmore Hotel on March 6 and 7.

The principal speaker the first day will be State Senator James Rinehart, who will discuss "Police Protection and Prosecution of Vandals." Other addresses on the same day will be delivered by Al Sindlinger, of Sindlinger & Co.; J. P. Harrison of Interstate Theatres, Texas, and Charles G. Manley, of Manley, Inc.

The association's dinner dance will be held on March 7 in the Persian Room of the Skirvin Tower Hotel.

Parsons, Tour Ended, Sees Business Rising

HOLLYWOOD, Feb. 28 — Back from a 15,000-mile tour of South America, Allied Artists producer Lindsley Parsons said the theatre business is on a steady increase, with construction progressing at a rate comparable to 1920-30 in this country, and with television exerting virtually no counter-attraction to motion pictures so far. He added in part:

"Mexico, Cuba and Puerto Rico carry the greatest television threat potential, but today's television south of the Rio Grande is pretty much like amateur night was in our old third-rate vaudeville houses."

Fox Dividend 40¢

A quarterly dividend of 40 cents per share on the outstanding common stock of 20th Century-Fox was declared payable by the board of directors yesterday on March 30, 1957, to stockholders of record at the close of business on March 15.

Schine Offering \$500 As Sweepstakes Prize

Special to THE DAILY

GLOVERSVILLE, N. Y., Feb. 28.—The Schine Circuit is offering \$500 in cash as a grand prize in the Academy Award Sweepstakes to the patron who correctly names the top winner in all categories and whose essay is adjudged the best. The grand prize winner will be selected from local entries sent to the home office from all the circuit's theatres. In addition prizes are being given on a local level.

Selection of the grand prize winner will be made by a committee of judges appointed by the Schine home office, which will include home office executives as well as civic and educational leaders.

Five Rank Films on Can. 'Sweeps' Ballot

The Rank Organization's film, "Reach for the Sky," has been nominated by Canadian motion picture editors and reviewers as one of five top British films of 1956 to compete for the public popularity vote in the Academy Award Sweepstakes contest in Canada.

Other Rank nominations are "Pursuit of the Graf Spee" (originally released in Canada as "Battle of the River Plate"), "The Ladykillers," "Richard the Third" and "Wee Geordie." The American premiere of "Reach for the Sky" will take place at the Sutton Theatre in April.

PEOPLE

Arnold Kaufman, for the past eight years with the Yankee Network and Mutual Broadcasting System, has been elected a vice-president of RKO Teleradio Pictures.

□

Spyros S. Skouras, head of Skouras Theatres and chairman of the amusement division of the New York Heart Association, conferred this week with Rosalind Russell on finalization of plans for the association's 1957 campaign.

□

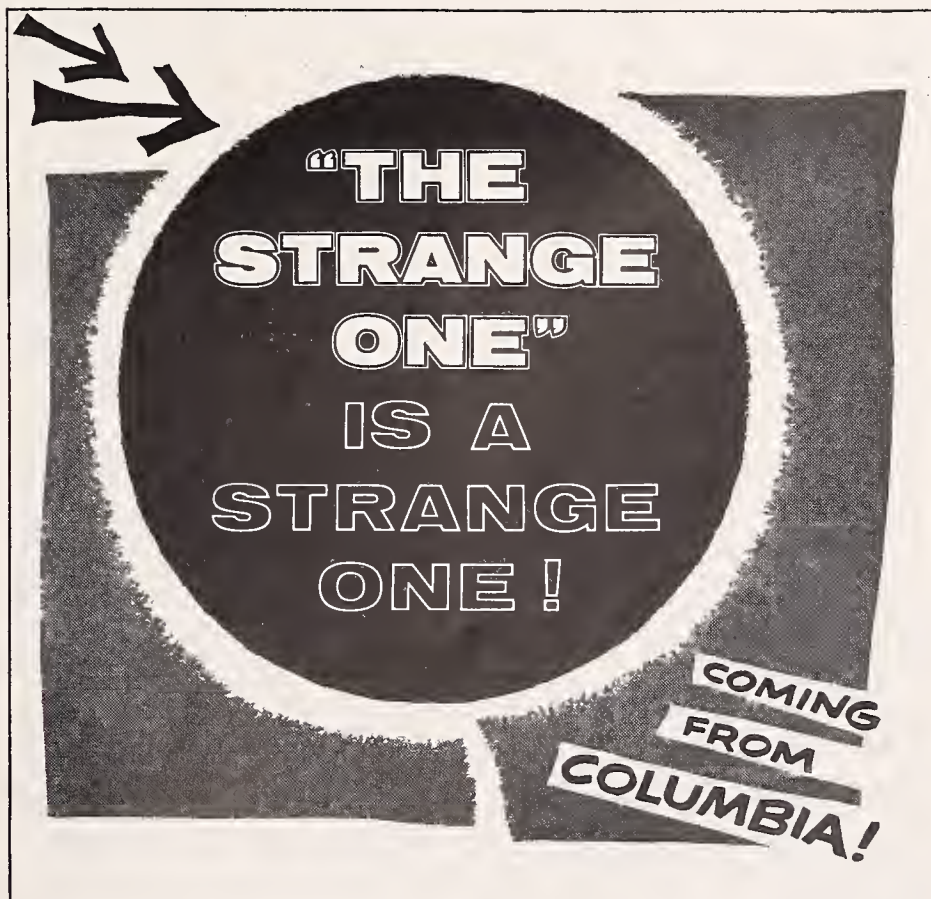
James W. Lewis, manager of the RKO Radio exchange in Kansas City, Mo., for more than 25 years, has been named general manager of the W. D. Fulton first-run theatres in Kansas City, Kans.

□

Walter Waldman, United Artists publicity feature writer, is the author of the cover story for Sunday's issue of "Today's Living," weekly supplement of the "New York Herald Tribune."

□

George Lamberson has been named by "Look Magazine" as its representative in the motion picture field.



Television Today

Who's Where

William Bernal, veteran of 21 years in films, television and radio, has been appointed creative supervisor of Robert Lawrence Productions, Inc., here. Bernal was previously with Storyboard, Inc., UPA, M-G-M, Warner Bros., U-I, Jam Handy Organization and the USAF.

□

Texas "Tex" Schramm will join the CBS Sports Department as assistant sports director of the CBS Television and CBS Radio network, it is announced by Bill MacPhail, CBS sports director. He was formerly the general manager of the Los Angeles Rams of the National Football League.

□

Frank Young has been named publicity director of the NTA Film Network which will go into commercial operation in April, it is announced by Ely A. Landau, president of National Telefilm Associates, Inc.

□

Richard L. Geismar has been named executive assistant to the president, it is announced by Bernard Goodwin, president of DuMont Broadcasting Corp. Geismar is also assistant treasurer of the corporation.

□

The appointment of Jack Lynn as film buyer for DuMont Broadcasting Corp. and its stations has been announced by Bernard Goodwin, president of the corporation. Lynn was previously film buyer and manager of film programs, WABD.

□

Further expanding the sales set-up of Guild Films, John Cole, vice-president for sales, announced the appointment of Donald Menard, television and radio executive, to head up a newly-established sales branch office in Minneapolis. Menard was formerly manager of Station KMGM of Minneapolis.

□

Peter Kalischer has been appointed to the staff of CBS News correspondents, effective immediately, it is announced by John F. Day, director of CBS News. Kalischer was formerly Tokyo Bureau manager and Far East correspondent for "Collier's Magazine." He will temporarily cover New York and Washington assignments.

TPA Signs Wrather

Jack Wrather, president of Lone Ranger, Inc., has named Television Programs of America, Inc. (TPA) as world wide sales and distribution representative on the program, according to an announcement made jointly in New York by Wrather and Milton A. Gordon, TPA president.

Televised: Integration Documentary; on NBC

Under the auspices of the National Conference of Christians and Jews, and produced for the Fund for the Republic by Charles Guggenheim & Associates, NBC last week televised "A City Decides," telling the story of the fashion in which the city of St. Louis integrated its schools. It is a carefully documented reporting, and has the essential ingredient of obvious truth in the presentation. The St. Louis integration process was certainly not without its problems, but they were met with intelligence and understanding. The result was a workable start in the direction of complete and relatively harmonious integration. —C.S.A.

Weaver, Saudek Plan Packaging Program

Robert Saudek and Sylvester L. (Pat) Weaver, Jr., will enter the independent TV program producing and packaging field later this year. Saudek, presently director of the Ford Foundation's TV-Radio Workshop, will carry on the "Omnibus" program and create others through a new company called Robert Saudek Associates, Inc.

It was also learned that Henry and Saul Jaffe, the owners of Showcase Productions, are dissolving their partnership and are currently dividing the assets. The Jaffe outfit is responsible for Producer's Showcase, Alcoa Hour, Goodyear Playhouse and other programs televised by the NBC network.

Durgin to Join NBC-TV As Sales Planning Head

Don Durgin will join the National Broadcasting Co. on March 11 as director of sales planning for the television network, it was announced by William R. (Billy) Goodheart Jr., vice-president, Television Network Sales.

Durgin has resigned as vice-president in charge of the ABC radio network. He will be proposed for election as a vice-president at the NBC board of directors meeting tomorrow. Durgin will report directly to Walter D. Scott, vice-president, national sales manager, NBC-TV.

Censor Talk Sunday

Motion picture censorship in America will be the topic on this Sunday's "Open Mind" program on WRCA-TV, New York, 12:30-1:00 P.M. Discussing the pros and cons of the subject with moderator Richard D. Heffner will be Dr. Hugh M. Flick, formerly director of New York State's motion picture censorship division; Louis Nizer, film attorney, and Philip T. Hartung, film critic for "The Commonwealth" magazine.

Loew's Film Sales to TV High

(Continued from page 1)

early this month reported that a deal was almost finalized with Associated Artists Productions on the shorts.

"The income from television sales comes in under a capital gains deal," Vogel said. "We are doing all we can to convert all our money from TV into capital gains."

Reticent Regarding Value

One stockholder asked the Loew's Inc. president to put a value on the films which the company is selling to television, but Vogel declined, saying that "no one knows the value of the pictures. We feel we are better off by leasing the pictures to television as we retain our interest in the story properties, their remake value, their theatrical reissue throughout the world and the foreign television potential. Moreover, at the end of the limited seven-year license period all rights revert to the company,

so that we will again have available to us further television income."

Vogel pointed out to stockholders that Loew's has also acquired a 5 per cent interest in two television stations and has an option for an interest in a third. George Much Loew's international vice-president here said that the 25 per cent which the company has in KMGM, Minneapolis, cost \$750,000, payable at the same rate in which the station pays for the M-G-M library. The interest in the Denver television station cost \$400,000, Muchnic said.

The stockholders were also told that Loew's, as an additional step in utilizing the profit opportunities in television, has started two new kinds of production at the M-G-M studios. Vogel said the first is making commercials for television advertisers, and the second is the production on film of TV programs.

Para. Circuit

(Continued from page 1)

AB-PT was going to petition the New York District Court for authority to acquire the 1,500 seat Mercury Theatre in Chicago.

For many months, AB-PT has had one last joint interest to dissolve, with Maine and New Hampshire Theatres, covering 21 theatres. This has now been dissolved, and AB-PT's interest in the set-up acquired by the partners, Joseph P. Kennedy and Martin J. Mullin.

One Theatre Remains

AB-PT now has just one theatre left of the 774 required to be divested under the consent decree, the wholly-owned Paramount Theatre in Omaha. However, the consent decree did not provide that AB-PT had to complete its entire divestiture program before it could acquire new theatres but only that it end all joint interests. This has now been done, and AB-PT is now free to seek new theatres, the last of the five major companies to be so freed. The company still faces a March 15 deadline for getting rid of the Omaha Paramount.

The Mercury, which AB-PT will now seek to acquire, is on West North Avenue, and is now operated by the Beck Theatres on a first neighborhood run basis. AB-PT has two other theatres in the area. Justice officials would not indicate what stand they would take on the AB-PT petition. A hearing date has not yet been set.

TOA Board Meeting

(Continued from page 1)

four main topics on the agenda of the mid-winter board meeting of the exhibition association. The TOA directors and executive committee will meet at the Hotel Blackstone, Chicago, Sunday through Tuesday.

Stellings said that the current status of the joint exhibition proposal for

Loew's Stock

(Continued from page 1)

stock distribution and division of funded debt.

Loew's, Inc., executives and attorneys appeared before Judge Palmieri last month seeking court approval for a division of the funded debt close to \$30,000,000 in which the theatre company would take \$5,000,000 and film company the balance.

Judge Palmieri, however, refused to sign the order, and issued an indefinite postponement of the deadline laid down by previous courts. Under the previous deadlines, the company had to divide the funded debt by February 8 and split the stock by March 8.

Vogel Tells of Progress

Joseph R. Vogel, president of Loew's, Inc., told stockholders yesterday that a series of meetings have taken place recently and "I believe some progress has been made. The aim is to arrange for the required division of the debt on terms satisfactory to all concerned, without making it unduly burdensome to either of the companies."

Stockholders questioned Vogel about the stock split. The Loew's head said that under a stockholder approved plan of reorganization, voted upon in 1952, shareholders would receive one-half share in the theatre company and one-half share in the film company. Benjamin Melnik, Loew's vice-president, and general counsel for Loew's, in reply to a stockholder question about a re-registration of stock, said that Loew's, Inc., would not have to make a registration of stock, but that Loew's Theatres, Inc. will have to do so.

an industry arbitration system will be taken up along with first hand reports from committee heads on the recent Washington hearings on extension of the Minimum Wage Law.

Vogel Promises Quality Films, and Profits

Pledges Close Scrutiny of Changing Taste

(Continued from page 1)

himself, the company and its stockholders."

Vogel, in discussing the Loew's plans which embrace studio operations, television activities and company reorganization incident to the sale of the stock, told stockholders that when he assumed the presidency a few months ago, "I did so with the full understanding that I was to be restrained by ties to the past. I shall insist at all times that favoritism be shown to anyone." He said that he has conferred with numerous stockholders, large and small, in an endeavor to learn from them their complaints and hopes, and as a result of these meetings, a group of independent business men has joined the company board whose major concern predicts for Loew's "a brighter future."

Will Scan Product Closely

"It is my duty to exercise close scrutiny over the product planned for production. The investment in each picture should be proportionate to its possible appeal. My experience with theatre operations gives me a basis for gauging public taste and for observing its changing appetite. While television is unquestionably affecting theatre attendance we, nevertheless, feel that when new motion pictures come along which have audience appeal and merit, the public will patronize the theatre."

"I think the harm done to theatre attendance by television has pretty nearly reached its limit. The showing of old films on television is generating greater interest in the new product shown in our theatres. Today a good picture will do good business, a great picture will do great business, even greater than at any time. But, of course, a picture without popular appeal does less than ever before because it cannot compete with free entertainment on television."

Vogel then told the stockholders

Loew's Stockholders Cast 4,567,000 Votes To Elect Reorganized Board of Directors

Stockholders of Loew's Inc. yesterday cast 4,567,000 votes in favor of the election of the company's reorganized board of directors which includes George A. Brownell, Fred F. Florence, Louis A. Johnson, K. T. Keller, George L. Killion, Ray Lawson, Stanley Meyer, William A. Parker, Frank Pace, Jr., Ogden R. Reid, John L. Sullivan, Joseph Tomlinson, and Joseph R. Vogel.

Three of the above elected board members have been directors of Loew's Inc., previously. Brownell joined the board in 1951, Parker, in 1935, and Sullivan, in 1955.

The directors, who met here yesterday afternoon following the stockholders meeting, elected company officers. They are Vogel, president; Benjamin Thau, Edgar J. Mannix, Marvin H. Schenck, Joseph J. Cohn, Charles C. Moskowitz, Charles M. Reagan, Howard Dietz, Benjamin Melniker, Jesse T. Mills, Charles C. Barry, and Frank B. Walker, vice-presidents; Irving H. Greenfield, secretary; Marvin Atlas and Saul N. Rittenberg, assistant secretaries, and Dolph Schadler and Charles H. Phelan, assistant treasurers.

that Loew's will not produce as many films this coming year. "We will not make pictures just to eat up overhead," he said, putting emphasis on the fact that M-G-M is concerned with quality rather than quantity.

"My recent weeks at the M-G-M studios have made strong supervision there the order of the day. Already in effect are some changes and eliminations in top management and other areas. The primary objective is to bring our studio operations and production plans to the point where we make the most effective use of our facilities, eliminating unwarranted costs and reducing overhead, producing the kind of pictures which, above all, must have commercial appeal and produce profit for the company," Vogel stated.

Steps leading to the reduction of overhead have been taken but the rising costs of labor, talent and soaring prices of desirable story properties indicate that continued vigilance and rigid management must be practiced in order to bring the studio to a position in the forefront of the industry, Vogel said.

Paets for 21 Outside Films

"Our release of Samuel Goldwyn's 'Guys and Dolls' has attracted other independent producers to us and in many cases we expect these independent producers to use our facilities. In this way we will supplement our own activities with those of worthwhile producers who can turn to us for financing and distribution. To date we have contracted for 21 outside pictures, and those already produced and on the market have shown gratifying results. We intend to expand in this independent production field with the objective of keeping an active studio working full time and a distribution organization launching the maximum number of pictures it can handle," the Loew's head declared.

Vogel, reporting that radio station WMGM, the phonograph division and the music corporations last year were highly satisfactory, told stockholders that "the company's foreign operations continue to be an important part of our business and almost half

of our film rental income is earned overseas. We operate 45 theatres and drive-ins in many important world capitals, six of which were opened during the past year and it is expected that another dozen will be added in the next year." Vogel said that once the split with Loew's Theatres is accomplished the theatres overseas will remain under the operation of the film company.

"Day by day there is a growing enthusiasm within our organization and it is felt that the long-range plans we are now making and actually putting into effect will be reflected favorably in the future financial results," the Loew's executive head said.

Almost all of the stockholders in attendance at the meeting applauded Vogel and complimented him on his optimistic outlook. A vast number of them expressed confidence in Vogel and his directors. The election of directors and officers of Loew's are reported in another story elsewhere in this issue.

Irving H. Greenfield, Loew's secretary, reported that of the 5,303,447 shares outstanding as of Jan. 11, 1956, over 4,200,000 shares were present at the meeting. He said that of the 25,413 stockholders, 19,700 were present in person or by proxy, roughly 80 per cent.

Questioning Is Spirited

Questions from stockholders flew fast and thick at Vogel. He was assisted in answering them by Leopold Friedman, president of Loew's Theatres, Inc., other company executives, and some board members.

One stockholder asked why four of the proposed directors did not own shares in Loew's, to which Vogel replied that it is their intention to acquire stock following their election. Another asked why one management representative was on the board. Vogel said that he and the directors plan to have the whole management team on call at each board meeting for advisement. Another holder urged the adoption of a policy of doing away with stock options for company executives, but Vogel said that when and if such plans are undertaken,

Points to Gains By Subsidiary Organizations

stockholders are asked to approve them.

Another stockholder asked what the holdings are of a number of former board members. Vogel said that Lehman Bros. own 233,000 shares, Lazard Freres, 78,000, and Arthur Loew, 23,000 shares.

Among the sympathetic stockholder audience pledging support to the reorganized management was Judge Louis Goldstein, who represents the Lowenstein Foundation of 100,000 shares. Judge Goldstein urged Vogel to eliminate the "favoritism, mismanagement of the old guard, and nepotism" and said he hopes that "1957 will not be a year of disappointment as 1955 and 1956 were." He asked Vogel and the directors to reexamine the salary structure, pension plan and re-open the Dore Schary contract settlement as "it was wrong."

In Red Last Year, He Says

Vogel told stockholders, when asked for a breakdown on the profit and losses of each subsidiary and division of Loew's, that the film company was in the red last year, "more than \$250,000, while the theatre company made about \$5,000,000 before taxes and debt reduction. He disclosed that his weekly salary is \$3,000.

The Loew's Inc. head also said that the Booz, Allen & Hamilton survey on operations will be fully reported upon next week and that part of their recommendations are a consolidation of some studio departments. He also stated that the M-G-M and 20th Century-Fox agreement on mutual use of the M-G-M studio is "not finished."

At the conclusion of the meeting, the management team and directors were urged "to raise the dividends" by a stockholder who said that she "did not care if you sell or keep the real estate." Vogel concluded by reporting that M-G-M proposes to re-issue "Gone With The Wind" every four, five or six years.

Says Loew's Won't Keep Unprofitable Theatres

Loew's Theatres, Inc., which is operating independently of Loew's Inc., will dispose of any theatre or piece of real estate which doesn't give the company a profit, Joseph R. Vogel, president of Loew's Inc., told stockholders here yesterday.

Vogel declared that the circuit, which now comprises 121 theatres, has already disposed of 26 theatres and sold five others in the past few years.

Loew's Annual Advertising Expenditures \$6,611,000

Advertising expenditures for Loew's Inc. during the fiscal year ended Aug. 31, 1956 totaled \$6,611,000, according to Howard Dietz, vice-president in charge of advertising, publicity and exploitation for the company. Dietz, in reply to a stockholder query yesterday, said that this expenditure is a \$1,000,000 increase over previous years.

the story of

The Tattered Dress



...that
exposed
a town's
hidden
evil!



THE DAME
she had a Park
Avenue address
but a skid row
reputation!



THE STRANGER
some called it
murder — he
called it *the*
Unwritten Law!



THE WIFE
who tried to
forgive...even
if she couldn't
understand!



THE LAW
who ran the
town like a
crooked poker
game!



THE PLAYBOY
drunk—he was
dangerous...
sober—he was
a louse!

JEFF CHANDLER • JEANNE CRAIN • JACK CARSON • GAIL RUSSELL
ELAINE STEWART *The Tattered Dress* CINEMASCOPE

with GEORGE TOBIAS • EDWARD ANDREWS • PHILIP REED

DIRECTED BY JACK ARNOLD • WRITTEN BY GEORGE ZUCKERMAN • PRODUCED BY ALBERT ZUGSMITH • A UNIVERSAL-INTERNATIONAL PICTURE



FROM **U-I** THE EXCITING COMPANY

MOTION PICTURE DAILY

L. 81, NO. 42

NEW YORK, U.S.A., MONDAY, MARCH 4, 1957

TEN CENTS

Harrison Says:

Plan Aiding Small Theatres Paying Off

as Help to Business
and Community Relations

By LESTER DINOFF

Twentieth Century-Fox's policy of aiding small theatres is reaping dividends for many small town exhibitors both business-wise and community relations-wise, according to Alex Harrison, general sales manager for the company.

Harrison, pointing out that he and 20th-Fox have thus far received hundreds of letters from exhibitors complimenting them on (Continued on page 4)

MMPTA to Take Part in Local Oscar Contest

The 181 member theatres of the Metropolitan Motion Picture Theatre Association here will not participate in Academy Award Sweepstakes, but instead will take part in Academy Awards contest being conducted by the "N. Y. World-Telegram & Sun." The latter contest is Thursday and ends March 23. Asked Friday why MMPTA is not (Continued on page 2)

Over \$1500 in Prizes Cinn. Sweepstakes

Cincinnati exhibitors will open Academy Award Sweepstakes contest tomorrow and are offering \$1,500 in prizes, plus theatre passes, to winners. The "Cincinnati Times-Star" which is cooperating in the promotion, has contributed part of the (Continued on page 2)

Propose \$2,800,000 Fund For Jubilee B. O. Program

Weeding Out Unprofitable Units: Hyman

American Broadcasting-Paramount Theatres has weeded out a majority of its unprofitable theatre operations and "is now down to its fighting weight to overcome any and all industry problems which may arise in the future," according to vice-president Edward L. Hyman. He left here at the weekend for a three-week tour of his circuit operations in the Far West and Southwest.

Edward Hyman

Hyman, expressing optimism for (Continued on page 5)

Stellings Tells TOA Board Levy On Film Rentals, Matched By Distribution, Would Raise Sum

Special to THE DAILY

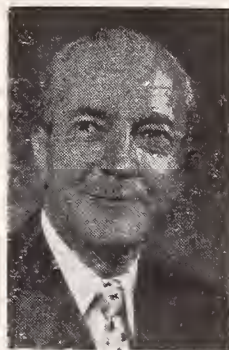
CHICAGO, March 3—Establishment of a \$2,800,000 fund to finance the industry's Jubilee promotion program, is proposed by Ernest C. Stellings, president of Theatre Owners of America, in a report which he submitted to TOA directors today at the first of a three-day meeting at the Blackstone Hotel here.

'Giant' Sparked Changes In Trends: Sindlinger

By WALTER BROOKS

RIDLEY PARK, Pa., March 3—A single motion picture last Fall reversed the downward trend of theatre attendance in the United States and sparked a basic change in the way people go to the movies.

That was the theme of an all day press visit to the headquarters of Sindlinger & Co. Friday and press conference with analyst Albert E. Sindlinger, head of the company. Sindlinger said that the George Stevens production of "Giant" for Warner Brothers was responsible not (Continued on page 5)



Ernest Stellings

Stellings' report made note of constantly improving relations between distribution and exhibition and, as a corollary of the clearer atmosphere cited the recently reported advances toward renegotiation of an industry arbitration plan and said that there is evidence of new sympathy in distribution circles for the hard-pressed small town theatre with a definite (Continued on page 4)

Propose SBA Revise Rules to Grant Regular Mortgage Loans to Theatres

Special to THE DAILY

CHICAGO, March 3—A recommendation which includes a 12-point proposal for revisions in the general loan policies of the Small Business Administration under which exhibitors would have much more access to governmental loans was presented yesterday to the Theatre Owners of America board of directors and executive committee for discussion prior to its submission to the SBA in Washington.

Philip F. Harling, chairman of the TOA committee which presented the petition to the national exhibitor groups' leaders, meeting at the Hotel Blackstone Hotel here, urged:

That in order to further the general national economy, the SBA revise its rules to permit it to grant regular mortgage loans to qualified motion picture exhibitors;

That the SBA be permitted to au-

thorize such loans in such amounts as may be determined to be just, equitable and proper, according to established methods, procedures and formulas used by lending institutions engaging in the lending of funds for mortgage purposes;

That proper legislation be enacted at the request of the SBA whereby SBA policy board would have the power, authority and funds necessary to guarantee, for a fee, a mortgage loan by an independent, qualified lending institution engaged in the (Continued on page 4)

Price-Fixing Probe Under Way on Coast

From THE DAILY Bureau

LOS ANGELES, March 3—Assistant U. S. Attorney General Victor R. Hansen of the anti-trust division has authorized an investigation here of complaints of alleged minimum admission price-fixing in license agreements, it is learned.

Production - distribution executives (Continued on page 2)

Televisión Today

Page 5

PERSONAL MENTION

ALBERT CORNFELD, supervisor for Great Britain, Continental Europe and the Near and Middle East for 20th Century-Fox International Corp., arrived in New York at the weekend from London.

IRVING SOCHIN, general sales manager for Rank Film Distributors of America, will leave here today for Boston and Cleveland.

NORMAN SILVERMAN, Republic Pictures branch manager in Philadelphia, has been proposed to serve the Republican City Committee in an advisory capacity.

TEDDY SMITH, theatrical sales representative in London for B.O.A.C., will return to Britain shortly from New York.

SAMUEL PINANSKI, president of American Theatres Corp., has been named a member of the Boston Civic Progress Committee by Mayor JOHN B. HYNES of that city.

E. F. VANDERHOEK, formerly a sales engineer of Westrex Corp., has left here to take over management of the Trinidad branch of Westrex Co., Caribbean.

BOB LANGER, National Screen Service sales representative in Atlanta, has returned there following a period of illness.

DAVID J. LUSTIG, of the Columbia Pictures exploitation department, has left New York for Hartford and other key cities of New England.

I. J. HOFFMAN, of the Connecticut Theatre Circuit, New Haven, Conn., has been re-elected to a three-year term as a director of the Grace-New Haven Community Hospital.

Utah Honors DeMille

SALT LAKE CITY, March 3—A Senate joint resolution commending Cecil B. DeMille for "The Ten Commandments" has been passed by the Utah state legislature and a beautifully-bound copy of the resolution was sent to the producer. The bill called the film a great achievement and thanked the Fox Uptown Theatre in Salt Lake for dating it. The legislators were guests at a special showing this week.

Plan Price-Fixing Probe

(Continued from page 1)

are being, or soon will be, questioned as to whether exhibitors are required in licensing some films to inform distributors what admission prices they will charge; whether exhibitors are required to agree in advance to charge a particular price for a specific picture, contrary to provisions of the Federal consent decrees in the U. S. vs. Paramount case, and whether use is made by distributors of information obtained from one exhibitor as a leverage in negotiating with other exhibitors.

Hansen Says Probe Is One of Several

WASHINGTON, March 3—Assistant U.S. Attorney General Victor R.

Hansen confirmed that an investigation of alleged price-fixing of admissions in license agreements currently is being conducted by the Justice Department on the West Coast. He declined to say who made the complaints that led to the investigation or what specific pictures might be involved.

Hansen said the Department frequently receives complaints of the kind and endeavors to look into as many of them as possible. Such investigations are in progress almost continually, as a result. He said several were conducted recently in the Mid-West. The West Coast complaints, he said, were numerous and represent a large area.

Sweepstakes

(Continued from page 1)

prize money and will print the entry blank daily.

E. C. De Berry, area distribution chairman, reported that the committee has obtained 100% cooperation from the 56 theatres now operating in the area.

Maurice Barr of the Paramount Gulf Theatres has reported that 34 of the circuit's theatres in seven states will participate in the contest.

World Film Week Scheduled in Ireland

CORK, Ireland, March 3. — Because Ireland's first International Film Festival held here last year was such a success, the Festival of Cork intends to hold a World Film Week this year, June 3-9, according to Dermot H. Breen, director of the Festival. Breen said the purpose of the World Film Week is to present new and important feature films and to illustrate the vital part the film maker plays in the modern world. There will be no competition for features but special competitions have been arranged for short and documentary films.

Safier Joins Rank

Edward Safier, formerly associated with Buena Vista, has been appointed Chicago branch manager for Rank Film Distributors of America, it was announced here at the weekend by general sales manager Irving Sochin.

Wins UA Contest

Sharlayne Ferraro of Portland, Ore., has been named grand prize winner in the Miss Exquisite Form contest spotlighting United Artists' "The Pride and the Passion."

M. M. P. T. A.

(Continued from page 1)

joining in the COMPO promotion, D. John Phillips, executive director of MMPTA, said: "The Sweepstakes have been made available nationally to exhibitors. MMPTA's members would gladly have availed themselves of it had the promotion on the local level not been available." He emphasized that no disparagement of the COMPO effort had been intended.

The "World Telegram & Sun" is offering \$1,500 in cash prizes plus a trip to South America via Panagra with all expenses paid. Contest blanks may be mailed either to the newspaper or deposited in ballot boxes in the lobbies of member theatres, which will be identified by MMPTA membership emblems displayed in box offices. MMPTA will offer an additional \$1,000 cash prize if the winner had deposited his entry in a member theatre's ballot box. Individual circuits and theatres are offering collateral prizes such as season passes, cash, and merchandise.

MMPTA membership theatres participating in the newspaper contest include: Brecher Theatres, Capitol Theatre, Century Theatres, Fabian Theatres, Interboro Circuit, Loew's Theatres, N. Y., and Brooklyn Paramount Theatres, Radio City Music Hall, Randforce Theatres, RKO Theatres, Roxy Theatre, and Rugoff & Becker Theatres.

Beard to MPRC Staff

HOLLYWOOD, March 3.—William F. Kelley, director of the Motion Picture Research Council, has announced the appointment of Fred Beard to the theatre field staff. Beard, long identified with the M-G-M studio projection department, comes to MPRC from his post as projection supervisor of Todd-AO.

.. of Drive-in

Drive-in for 'Market City'

A 1,000-car drive-in is scheduled in the plans for the new multi-million dollar commercial development Philadelphia, adjoining the International Airport, to be known as "Market City, U.S.A." Albert A. Gilbey and Dr. Henry Spiegel, owners and developers of the project, which will include an amusement park for youngsters, bowling, dance hall and roller skating rink among its 42 acres of offices and stores, said that details of the leasing of the drive-in to local theatre operators have virtually been completed.

Building in Tiverton, R. I.

Construction is under way for a new 600-car drive-in in Tiverton, R. I., on the outskirts of Fall River, Mass., for Hyman E. Lipes and Norman Zalkind, both of Fall River. Zalkind owns and operates the Strand Theatre there. Slated for a mid-May opening, the new drive-in will be called Pond Delgarda.

Denver Operation Sold

Civic Theatres, owned by A. Archer and Joe Dekker, operating three conventional houses in Denver have sold their Lakeshore drive-in with 1,200-car capacity, to Monarch Theatres of Chicago. The operation will be managed by William Holshouser.

Mexican Union Scores Opening of New Studio

MEXICO CITY, March 3 — The opening of motion picture studios in Tijuana, Baja California State, by an industrialists' syndicate of that area which has been approved by the state government, is being opposed by the powerful National Cinematograph Industry Workers Union. The union charges that existing studios are "doing none too well and another plant would constitute ruinous competition."

The union has pointed out further that the Tepeyac Studios here were forced to dismiss 20 of its members "in an effort to stay in business." The plant was recently reopened after a long period of closing for economic reasons.

The union has also asserted there is an excess of production in Mexico for Mexicans. This is in contrast to the demands of another union, the Picture Production Workers, that Mexicans make a minimum of 100 pictures a year "so as to assure ample employment for labor."

PEOPLE

Harry Sachs, formerly general manager of I. B. Adelman Theatres, Dallas, has been named general manager of Lone Star Theatres and Bortown Theatres, with headquarters in that city.

Patrick McGarry, Stanley Warner Theatres executive, will speak on "The Motion Picture Revolution" at the weekly luncheon of the Kiwanis Club at the Lexington Hotel here on Wednesday.

Al Glaubinger, United Artists branch manager in Boston, and Eldon Waters, head of the 20th Century-Fox office in that city, will be honored by the Variety Club of New England at a luncheon today at the Hotel Bradford.

Frank E. Jones, formerly of the KO Radio exchange in Detroit, has been named manager of the Buena Vista office in that city. He succeeds John Jay Frankel, who has resigned.

Hack O'Halloran, manager of Lockwood & Gordon's Braintree Theatre, Braintree, Mass., for the last 18 months, has been elected president of the Braintree Merchants Association.

Dick Sutune, formerly branch manager for Universal-International in Memphis, has been appointed to the same post in Atlanta, succeeding William Kelly, who has resigned.

Robert C. Rothafel, managing director of the Roxy Theatre here, will serve with Russel Crouse, Oscar Hammerstein II and Richard Rodgers on the entertainment committee arranging for the gala opening of the Ringling Brothers Barnum & Bailey Circus at Madison Square Garden on April 3, for the benefit of the New York City Cancer Committee of the American Cancer Society.

Parents Sue Theatre for Juvenile's Injuries

PHILADELPHIA, March 3—In the first suit of its kind, a petition was filed in U. S. District Court here against Stanley Warner Theatres by parents of a young boy beaten last December during a showing of "Rock, Rock, Rock" in the Orpheum, neighborhood house.

The parents of Joseph D'Angelo seek \$40,000 damages, charging negligence on the part of the theatre in exhibiting a picture which "arouses viewers to acts of violence" and by allegedly failing to provide adequate police protection. They claim the boy suffered multiple bruises and disfigurement as a result of a beating in the theatre by other teen-age patrons.

REVIEW:

The Bachelor Party

Norma Productions, Inc.—United Artists

THE TALENT THAT Paddy Chayefsky has for writing humorously and poignantly at once about the "average" people in the world is brilliantly revealed once again in this film, which was produced by the Hecht-Hill-Lancaster organization. Like Chayefsky's "Marty" and "The Catered Affair," it is based on a television play. As expanded in a script by Chayefsky himself, it shapes up as the kind of dramatic entertainment that is most aptly described as "adult" in every respect.

As a commercial commodity this picture might seem to be handicapped by the fact that Don Murray is the only name of marquee consequence in the cast. (He is, of course, the actor who scored as Marilyn Monroe's boy friend in "Bus Stop.") But every single actor has been so perfectly cast by producer Harold Hecht and directed so expertly by Delbert Mann that audiences not knowing who is playing whom while watching the picture will be asking for names when it is over.

What Chayefsky likes to do is to take a particular social custom (such as a catered affair, for instance) and make it a crisis in the lives of the people involved. Under the stress of that crisis their "true selves" are revealed. In this story four young men who work together in a book-keeping office take one of their colleagues about to be married out for an evening on the town. The event starts out as a lark. But underneath their surface joviality all of the men are hiding a variety of human weaknesses and fears. Before the "bachelor party" is over each of them has discovered some important truths about himself as well as his friends.

THERE IS NOTHING grim, however, about this picture. Chayefsky's ear for naturalistic dialogue is as accurate here as it was in "Marty," and there are numerous lines that are as funny as they are pointed. And the "big" dramatic moments, which are characteristically underwritten, come across with tremendous power. This is especially true of the scenes in which the men individually speak of their personal dilemmas.

In the writing each of the characters has been given a distinct personality, and each is played to perfection. Murray portrays a young husband wavering in his determination to continue his education at night school because his wife has become pregnant. Phillip Abbott is the one about to be married and frightened of the prospect; E. G. Marshall is an older married man who has just learned that he is fatally ill; Larry Blyden is a sober-minded married man who deserts the party early; and Jack Warden is the bachelor who initiated the party and then almost breaks it up by his drunken belligerence.

Several women in the cast have much less footage than the men, but they make every moment count, too. Patricia Smith is appealing as Murray's wife, and Carolyn Jones is hilarious as a Greenwich Village "existentialist" the men encounter in their wanderings. But the best of the distaffs is Nancy Marchand, whose description of what it is like to be the wife of a philanderer in one poignant scene constitutes masterful acting.

"The Bachelor Party" is strictly adult entertainment, for it is unusually explicit about sex in a number of ways. For one thing abortion, while not condoned, is discussed in one scene. In still another episode, which is humorously presented, the reactions of the men to a salacious movie are observed. And in two instances the male protagonists have encounters with prostitutes in which the profession of the latter is left in no doubt.

Running time, 93 minutes. Adult classification. Release, In April.

RICHARD GERTNER

'Joan' World Bow Set

LONDON, March 3—Otto Preminger has announced that his production of Bernard Shaw's "Saint Joan" will have its world premiere at the Paris Opera on Joan of Arc Day, May 12, for the benefit of the French polio foundation. May 12 is a national holiday in France, and the premiere will mark the first time the world-famous Paris Opera has been made available for such a Sunday event.

Todd to Be ACE Speaker

HOLLYWOOD, March 3 — Producer Mike Todd will be the guest of honor and principal speaker at the American Cinema Editors seventh annual awards benefit at the Ambassador Hotel here on March 12th, ACE has announced.

The annual ACE event honors nominees in the film editor classification both in motion picture and television categories.

NEWS ROUNDUP

IENE to Meet June 3-4

The 1957 regional convention of Independent Exhibitors, Inc., of New England, a unit of Allied States Association, will be held June 3-4 at Toy Town Tavern, Winchendon, Mass., marking the first time that this group has met in summertime. The usual meeting date is October. Again this year Nathan Yamins and Michael Redstone will be the co-chairmen, with Carl Goldman, executive secretary of IENE, as coordinator. Officers of National Allied will attend.

Start New Pa. Theatre

Construction has begun on the 1,200-seat Lawrence Park Theatre at the suburban Lawrence Park shopping center in Marple Township, Pa. One of the few indoor theatres erected in the area in several years, it is expected to be completed in July, and to cost \$300,000. Abel & Silber Theatres, who own and operate a number of theatres in the area, are building the new one.

Scrap Kelso, Wash., Tax

The Kelso, Wash., city council has scrapped the municipal tax on theatre admissions costing under 90 cents. The admission tax on other amusements was left intact. A similar move was made by the Longview, Wash., council across the Cowlitz River. The removal of the tax on Kelso theatres is effective today.

Reading, Pa. Tax Receipts Up

For the first time in a long period, amusement admission taxes in Reading, Pa., in January exceeded those of the same month the previous year. The tax brought in \$10,465, as compared to \$8,404 for the month in 1956.

Schroeder to 'Redbook'

The Carl Schroeder Co. has been named West Coast promotion representative for "Redbook Magazine," as part of the publication's expanded advertising sales program. The Schroeder firm will serve as special liaison between motion picture and television studios and "Redbook" in the creation of new merchandising projects.

Cleveland MPEA Moves

CLEVELAND, March 3 — The Cleveland Motion Picture Exhibitors Association is moving from its present seventh floor location in the Film Building, to Room 604, where the space is limited to offices for executive secretary Louis Weitz and corresponding secretary Rickie Labowich.

Small Houses

(Continued from page 1)

the program, said the company's policy of "ability to pay" on film rentals is also a major factor which is aiding the small theatremen.

"Our policy of doing all we can to help the small theatre keep its doors open and to help build its business has reached a point where many a theatremen has found himself in a better position than in some time," Harrison stated.

"Our field people have conferred with local chambers of commerce, business associations and other groups and found that they are all vitally interested in keeping a theatre going. Our people have gone into the small communities and talked with newspaper, radio and television people and have secured more publicity and exploitation space for the local small town exhibitor than he has ever dreamed of," the 20th-Fox sales manager said.

Will Continue, He Says

Harrison said that all this work is paying off. "Community relations for the exhibitor have improved and will continue at a high plane as long as the theatremen continues to capitalize on the situation by using all available means of showmanship in presenting motion pictures," he said.

Asked about the number of theatres which have closed or opened since the 20th-Fox policy went into effect, Harrison replied that he did not know at present what the statistics were. In the past year, however, theatre closings have been held to a minimum, he said. "A house may shut down here, but somewhere else, a new theatre may open or a house may reopen." He added that consideration must be given to the drive-ins, which are starting to open for the coming season.

New Posts for Juneau, Mulholland, McLean

OTTAWA, Mar. 3—Pierre Juneau, secretary of the National Film Board of Canada, has been appointed its executive director, and Donald Mulholland, director of the board's production branch, has been named director of planning and operations. Grant McLean was appointed director of production, replacing Mulholland.

Sarno Joining Jacobs

HOLLYWOOD, March 3—Arthur P. Jacobs has announced the appointment of James Sarno as vice-president, effective March 11. Sarno, long-time Paramount publicist, was with Rogers & Cowan until resigning to join Jacobs.

Fund for Jubilee Proposed

(Continued from page 1)

possibility of exempting them from nationally designated 50 per cent pictures in favor of reasonable flat rentals.

The Stellings report also expressed confidence that relief from the product shortage would be apparent soon and proposed the retention by TOA of a public relations director to counteract publicity injurious not only to exhibition but to the industry as a whole.

Stellings proposal for financing the industry business promotion program is based on a levy of .4 of 1% of the industry's \$350,000,000 annual film rental which, added to every exhibitor's invoice when he is billed, would produce \$1,400,000. Stellings proposes that distribution match this assessment to produce the \$2,800,000 fund which he believes to be the minimum required for an effective promotion campaign.

Calls for Special Fund

The money collected "would be transferred by each distributor, each week, to a special fund in COMPO, from which it would be disbursed for the costs of the campaign under the direction of properly authorized persons representing all groups concerned. The entire program would be headed by the General Steering Committee which would be composed of representatives of the several constituent members of the project," the Stellings' report observes.

While the program will cost "a lot of money," Stellings says, "being conceived by the best advertising and exploitation brains in our industry, it should return a handsome profit on this investment."

Cites Better Relations

Stellings reviewed in his report the several meetings he has held with distribution executives since his election to the TOA presidency last September. "At each successive meeting," he said, "the air seemed clearer, the reception and attitude more friendly and cooperative, the reaction more favorable."

He went on to report on the latest development on a joint meeting to discuss the drafting of a new industry arbitration plan, noting that he had suggested March 18 as a date for the first meeting between exhibition and the distribution committee appointed last week by Eric Johnston, Motion Picture Association president, consisting of Charles M. Reagan, Abe Montague and George Weltner.

Allied's Attitude Unknown

As of today it could not be learned whether the proposed March 18 date was acceptable to Allied States, which will also participate in the arbitration discussion, and to the distribution committee members.

Of the predicament of the small town theatres, Stellings report said: "All distribution heads with whom I have discussed this subject are intensely and genuinely interested. They have promised to help these theatres

through a cooperative and sympathetic approach to film rental problems. Furthermore, most of them have promised small town theatre assistance in the field of nationally designated 50 per cent pictures by way of flat rental deals of a favorable nature."

Of the prospects of increased product supply, the report said: "According to present distribution plans, the year 1957 will see the largest number of American-made pictures available for our theatres since 1952. The indication given me during my discussions with all companies were that those distributors which have not yet announced an increase in the number of their releases will soon follow the general pattern."

Reporting that TOA has had no success in finding the desired man to serve as its executive secretary, Stellings recommends that the search continue at a more leisurely pace than heretofore and that TOA, meanwhile, employ a public relations director.

Sees Publicist Necessary

"I see the need," he said, "for someone on our staff in the New York office to devote all his efforts to favorable stories, news releases and other public relations efforts which will help our business, and who also could refute whatever adverse publicity might develop. This man could also be of assistance to our state units and individual members in the same manner, as well as in tax matters, etc."

Stellings also proposed the employment of a second TOA field man to serve the area west of the Mississippi. George Roscoe recently was appointed TOA field representative.

Indications are the board will act during the meetings here on most of the proposals advanced.

Harling Urges Greater Opposition To Pay-TV

Special to THE DAILY

CHICAGO, March 3—Every state and regional affiliate of Theatre Owners of America should immediately contact its legislator and bring forcibly to his attention that the theatre industry and the American people have indicated by poll that they are opposed to any form of toll television, Philip F. Harling, co-chairman of the Committee Against Pay-As-You-See TV, stated in his report to the TOA mid-winter board meeting here.

Harling said that "it is only by keeping up this effort of opposition and bringing it to the attention of those who may be responsible for its approval, that we can we stand a chance to turn back this un-American attempt to usurp the airwaves."

The TOA committee chairman also informed the board of directors and executive committee of the current Senate Interstate and Foreign Commerce Committee hearings on communications and subscription television.

Theatre Loan

(Continued from page 1)

business of lending mortgage money. That the SBA obtain proper legislative authority permitting it to guarantee mortgage loans where the SBA and an independent lender would jointly grant a loan to a motion picture exhibitor;

New Board Suggested

That in the alternative the Senate introduce special legislation creating a new board which will have the power and authority, subject to such limitations as are proposed by Congress to guarantee to a qualified lending institution up to 30 per cent of the appraised valuation of theatre property.

That such newly created board be authorized and empowered to accept applications for theatre mortgage loans for a period not to exceed 20 years to process the application by way of investigating credit risks, general standing in the community and other facts that may be necessary and essential for the approval of the loan.

That the said board, in conjunction with established lending institutions will jointly process a mortgage lending application and may impose such terms and conditions as are prevalent and customary for mortgage loans of this type;

That the SBA revise its rules requiring a statement of inability to obtain private financing as a condition precedent to obtaining an application for mortgage loan;

Points to Other Bureaus

That this mortgage lending power has sufficient and reasonable precedent on the part of the U. S. government in the previous establishment of the RFC Mortgage Co., the Veterans Administration, the Federal Housing Authority, and in the SBA Act;

That a qualified exhibitor shall be deemed to be a person, firm or corporation, having actually engaged in the operation of a four wall motion picture theatre continuously at least one year prior to the filing of an application for a mortgage loan;

That where a motion picture exhibitor does not possess the right to mortgage a theatre, because such power or right belongs to an owner of the theatre building who is not an operator, such owner shall have the right to make such mortgage application, provided the theatre has been in continuous operation for at least a period of one year prior to the filing of the application;

Public Meetings Urged

That the Senate Committee would call for special public meetings to be held whereby exhibitors and representatives of lending institutions would be invited to express their views concerning the necessity, the application of the advisability and the procedure and administration for the creation of government Administration Board which would recommend, guarantee and process real estate mortgages for the motion picture industry, theatre division.

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'Weeding Out' at AB-PT

(Continued from page 1)

the future and saying that the business has "turned the corner on its competitive problems," pointed out that it is his organization's fundamental aim "to get patrons back into the theatre."

"The medium of television is still a competitor to exhibition, but it is rapidly finding its place in the entertainment business," Hyman stated. AB-PT has found that television is most prevalent from Mondays through Thursdays so therefore we have been concentrating on our Friday to Sunday presentations. We are loading the cards in favor of those days," the veteran theatre executive stated.

Films Treated Individually

Hyman explained that every motion picture which AB-PT plays is given specialized handling so that it attracts the most patrons and business.

He pointed to the success of Columbia's "Don't Knock The Rock" at the Paramount Theatre here and other territories. "We plan to hold weekend stage shows in theatres around the country when we play a film and will have local disc jockeys and 'rock and roll' artists appear in connection with the film," he said.

AB-PT has retained the services of a special representative to handle group sales and special tie-ups on

other films, such as "Three Brave Men," which is booked for the Paramount here, he said. Hyman explained that "each picture will receive specialized handling. We plan group sales and stage shows when and if feasible."

The veteran exhibition executive said that Pat Boone will have his first stage appearance at the Paramount Theatre here over Decoration Day week and for the July 4th holiday. Consideration is also being given to a number of stage shows and pictures—"a policy which will focus attention on this theatre as reflected in the present 'rock and roll' show." Hyman said that this policy will be in force throughout all AB-PT theatres.

Travels Extensively

Hyman's trip to Chicago, San Francisco, Los Angeles, Phoenix and Tucson is to keep tabs on industry conditions, he said. "I spend 40 per cent of my time in the field. It allows me to keep my company informed on industry conditions nationally and locally, know the problems which arise, and affect an exchange of information which is helpful to all."

The AB-PT executive said that when he is in Los Angeles, he will visit the studios to see the latest product.

'Giant' Lauded

(Continued from page 1)

ly for maintaining theatre business at a rate higher than comparable periods a year earlier but also for bringing back to the box office many patrons, particularly women, who had ceased going to the movies over a long period of time.

The Sindlinger company has been surveying data on "Giant" for 64 weeks and it was this data that was largely used in the examination and demonstration of methods for the business today.

Two RCA Dividends

A quarterly dividend of 25 cents per share on the common stock of the Radio Corp. of America, payable April 29, 1957, to holders of record at the close of business March 18, has been declared by the board of directors. A dividend of 87½ cents per share was also declared on the first preferred stock for the period April 1, 1957, to June 30, 1957, payable July 1, 1957, to the holders of record of such stock at the close of business June 10, 1957.

'Giant' Cited By NCCJ; Other Awards to TV

Warner Bros.' release "Giant" has been selected by the National Conference of Christians and Jews to receive an award for its "outstanding contribution to the cause of brotherhood." A total of 37 awards in all divisions of the media of mass communications was announced by the Conference.

The awards were offered only for work done in 1956, according to Taylor Mills, executive assistant of the Motion Picture Association of America, who served as chairman of the 1956 media awards committee.

"Giant" was cited for a National Brotherhood Media Award because it "depicts with sensitivity the tensions that arise because of class, racial, religious and cultural differences."

In the television field several programs were presented awards for individual presentations. They included the United States Steel Hour (CBS), Medical Horizons (ABC), Kukla, Fran and Ollie (ABC), Dean Pike Program (ABC), Alcoa Hour (NBC), Telephone Time, Frontiers of Faith (NBC), The Open Mind (WRCA-TV), and See It Now (CBS).

Televisión Today

IN OUR VIEW

INTRODUCED into this current Eighty-fifth Congress has been a measure, identical to one submitted unsuccessfully to the last Congress, requiring the Federal Communications Commission to establish limitations on advertising time in proportion to program time in television and radio. Likewise in at least two states, notably Ohio and New York, the legislatures are weighing measures against bait-switch advertising. The New York bill directs its punitive clauses against the advertiser rather than the media, providing, of course, that the media carried the offending matter "without knowledge of the deceptive character thereof."

The point of all this obviously is that the public service media must never sink into complacency with respect to the material carried into the homes of the nation. In this connection the industry's own television code, administered by the NARTB Television Code Board, stands as a beacon to guide the industry across the sometimes hazardous seas of public relations. Typical of its valuable assistance is the action recently taken by the board, voting approval of a four-point program adopted under the direction of G. Richard Shafto, Code Review Board chairman. Approved also was an amendment requiring clear identification as a "dramatization" of players in commercials posing as physicians, dentists or nurses.

Mr. Shafto reported that Code

Say Ziv Production Budgets Rise to 40%

As a result of Ziv's quest for added production values in location shooting on all current series, telefilm budgets for the firm are rising more rapidly than the selling prices of today's market, according to Ziv president John Sinn.

By his estimate, programs now in production and pilot films slated to be shot before mid-1957 will cost anywhere from 20 per cent to 40 per cent more than the equivalent shows might have cost last fall, while the price outlook is for no more than a ten per cent or 15 per cent increase by fall of this year.

membership stood at an all-time high of 300 station subscribers. Plans are to step up the station and network monitoring program, to cover some 80 per cent of U.S. homes; continuance of Board pressure for practice conformity by subscribers; emphasis on creating greater identification of subscribers with the advertisers and the public, and further expansion of affiliate subscription by producers and distributors of films for television. Laudable aims, and a good wish herewith for their success.

The basic point, and one which unfortunately cannot be reiterated too frequently or emphatically, is that television—and radio—like other similar public media, is ever and always most vulnerable to sniping from divers pressure groups, and full-scale attack by many another. Keeping the house in order is essential and requires constant alertness.

—Charles S. Aaronson

COMMERCIALS ON THE SPOT

Continued activity in production of new commercial spots, to freshen the advertising appeal for a variety of products, includes the following:

AT ACADEMY PICTURES

Jello (Young & Rubicam)
Wildroot Hair Tonic (B.B.D. & O.)
Scott Paper Products (J. Walter Thompson)

AT NATIONAL SCREEN

Morton Pies (Ted Bates)
Dodge Cars (Grant Adv.)
Geritol (Edward Kletter Assoc.)

AT SCREEN GEMS

Nabisco Rice Cereals (Kenyon & Eckhardt)
Players Cigarettes (McKim Adv.)
Wisk (B.B.D. & O.)
Kellogg (Tatham & Laird)

AT UNIVERSAL PICTURES T.V.

Mercury Cars (Kenyon & Eckhardt)
Parliament Cigarettes (Benton & Bowles)
Lux Soap (J. Walter Thompson)
U. S. Steel (B.B.D. & O.)
Colgate Soap (Lennen & Newell)

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L. 81, NO. 43

NEW YORK, U.S.A., TUESDAY, MARCH 5, 1957

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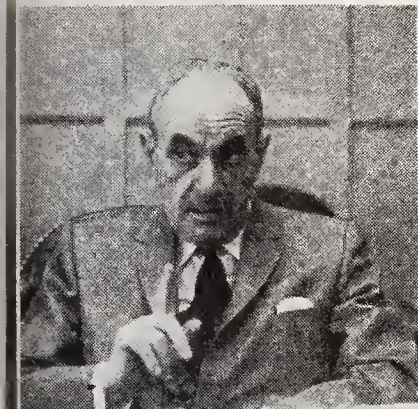
Ginsberg Says:

Giant' Gross Looks to Hit \$20 Million

es Picture Bringing
\$7 Million Abroad

By LESTER DINOFF

The Warner Bros.' release "Giant" gross between 17 and 20 million cars worldwide, according to co-producer Henry Ginsberg, who yesterday said here that "there hasn't



M.P. DAILY picture

HENRY GINSBERG

a picture since 'Gone with The Wind' which has stood up so well at the box office."

Ginsberg, who co-produced the Anna Ferber story with George Stevens, said "Giant" has had 1,400 (Continued on page 4)

Talk on 'Tele-Movies' Scheduled for UTOO Meet

Special to THE DAILY

OKLAHOMA CITY, March 4 — A talk on "Tele Movies, a Wedding of Movies and TV Sets in the House," will be given here on Thursday by Harry S. Griffing, president of Video Independent Theatres, as a highlight (Continued on page 4)

Television Today

Page 7

Mexican Rank Deals Closed

Special to THE DAILY

MEXICO CITY, March 4 — Vernon Dickens, general manager of the new J. Arthur Rank distribution company in Mexico, has announced here that negotiations have been successfully concluded for the Rank Organization to set up its own distribution organization in Mexico.

The announcement followed the signing of an agreement here by John (Continued on page 7)

Fox Sets 11 Films In England This Year

From THE DAILY Bureau

LONDON, March 4.—Twentieth Century - Fox will step up its 1957 British production program to a total of 11 pictures, representing a budget of nearly £10,000,000 (\$28,000,000), Robert Goldstein, the com- (Continued on page 4)

Open U.A. Meetings in L.A. and Dallas Today

From THE DAILY Bureau

LOS ANGELES, March 4.—United Artists will hold the first in a new series of seven regional meetings to implement its "blockbuster" distribution program for the coming year (Continued on page 6)

'Talk Business UP — Not Down' Alliance Theatre Managers Told

Special to THE DAILY

CHICAGO, March 4—"Talk the theatre business up—not down!" S. J. Gregory says in a letter to all theatre managers of the Alliance Amusement Co. He adds: "There has been—and still is—entirely too much 'downbeat' talk about the theatre business, both on the distribution and exhibition level. Any theatre manager—or any theatre employee—who spreads discouraging and depressing conversation about the state of our business is not only adding to the serious problems we face in getting patrons back into the movie-going habit, but is actually jeopardizing his own bread and butter."

"Each of us can start right now to make our theatres 'the place to go' by making it a habit to talk enthusiastically and optimistically about

Canvassing Distributors On Arbitration Date

Allied States Association has notified the Motion Picture Association of America that March 18 is a suitable date for it to meet with the distribution steering committee to explore the preparation of an industry arbitration plan. It was reported previously that the date had been suggested by Theatre Owners of America to the MPAA.

The MPAA said yesterday that the distribution steering committee — Abe Montague of Columbia, Charles Reagan of Loew's, and George Weltner of Paramount—and Eric Johnston, MPAA president, are being questioned to find out if March 18 is suitable for them and, if not, to see if a more convenient time can be arranged for the meeting.

FCC Again Takes Up Toll TV—No Decision

From THE DAILY Bureau

WASHINGTON, March 4 — The Federal Communications Commission again discussed the subscription television issue at a meeting today, and again reached no decision.

This was the second commission session in the last two weeks devoted to subscription television. Members of the commission said they thought several more meetings would have to (Continued on page 7)

Lauds Cooperation

TOA Board Endorses Plan For Business

Authorizes Stellings to
Implement Financing

Special to THE DAILY

CHICAGO, March 4.—The Theatre Owners of America board of directors and executive committee today unanimously approved the joint industry program and authorized Ernest G. Stellings, president of the national exhibition organization, to implement the business-building campaign financially immediately.

Some 60 exhibition leaders, from all parts of the United States, also gave a vote of appreciation and thanks to the Council of Motion Picture Organizations, the Motion Picture Association of America, and all (Continued on page 4)

20th-Fox Talent Search On World-Wide Basis

Hollywood's first world-wide search for new talent is being launched by 20th Century-Fox, Buddy Adler, executive producer, said yesterday.

First moves in the international campaign involve Ben Bard, head of the company's newly created new talent school, in Hollywood, Jack (Continued on page 7)

Video Would Try Home TV Films in Enid Too

Special to THE DAILY

OKLAHOMA CITY, March 4 — Video Independent Theatres has requested permission to pipe first run films to home television screens from one of its theatres in Enid, Okla., for a fee. Its earlier announced test of the Jerrold Electronics Corp. closed circuit TV for homes is scheduled to begin in Bartlesville May 1.

Permits for the home television movies also are being sought in all towns of over 15,000 population in which the 100 plus theatre Video circuit operates.

PERSONAL MENTION

A. SCHNEIDER, vice-president and treasurer of Columbia Pictures, and **LEO JAFFE**, vice-president, returned to New York yesterday from Hollywood.

MICHAEL BERCHER, vice-president and Far East supervisor of Columbia Pictures International, arrived here yesterday from Tokyo. **HARRY NOVAK**, Continental supervisor, and **JOHN McNAB**, Continental controller, also arrived yesterday from Paris.

WILLIAM DOZIER, RKO Radio vice-president in charge of production, has returned to Hollywood from New York.

WILLIAM J. GERMAN, of William J. German, Inc., will return to New York on Thursday from Hollywood.

DENNIS L. SMITH, formerly manager of the Westrex Corp. subsidiary in Cuba, and who has been named manager of the Colombia branch of Westrex Co., Caribbean, has arrived in New York from Central America.

LARRY MORRIS, B. S. Moss Theatres executive, has returned to New York following a three-week Caribbean vacation.

JOSEPH and IRVING TUSHINSKY, inventors and owners of the Supercope system, have arrived in Tokyo from Hollywood.

DORE SCHARY, former vice-president of M-G-M, and **MRS. SCHARY** have announced the engagement of their daughter, **JOY**, to **ARTHUR L. STASHOWER** of Cleveland.

SIG MAITLES, promotion consultant, returned to Hollywood yesterday from New York.

LES PHILLIPS, West Coast executive of Music Corp. of America, will leave here today for London via B.O.A.C.

L. N. CRIM, Jr., vice-president of Alamo Pictures Co., Dallas, now in New York, will leave here today for Miami and Havana.

D. J. DEMETRIOS, who has been managing the Logan Theatre, Chicago, will leave there the latter part of this month for Pirais, Greece, where he will take over the Egly Theatre.

Philippine Remittances On MPEA Agenda Today

A report on the current Philippines remittance problems affecting the American film industry will highlight the agenda of today's meeting of the board of directors of the Motion Picture Export Association.

The MPEA directors will be apprised of the situation there by overseas representative **Leo Hochstetter**, who has sent in a cable regarding the outlook.

Festival to Be Discussed

Other matters on the agenda are discussions concerning the Asian Film Festival, which will start May 24 in Tokyo; the East European sales plan limiting the number of pictures to five from each company; Canadian and Italian film servicing requests, and a review of the situation in Denmark.

RKO's Canadian Deal Affects 70 Employees

Special to THE DAILY

TORONTO, March 4.—The takeover of RKO Pictures of Canada Ltd. by Empire-Universal Films, Ltd., effective March 16, will involve 70 employees of RKO, some of whom have been with the company 30 years. The employees were given two weeks' notice, according to company officials.

Many of the branch office employees in Toronto have found new positions, both within the industry and without. Some have taken positions with Empire-Universal Films. No announcement or decision has been made by **Jack Labow**, general manager, as to his future plans, although he has been offered a number of other posts.

Drake, Reader Leave To Make London Film

Actor **Tom Drake** and producer **Harrison C. Reader** left for London yesterday to begin shooting "Date With Disaster," scheduled to get under way Wednesday. It is the first of four films planned by Reader under his new independent Peak Productions banner.

Drake will be the sole American in the cast. He is co-starred with **Shirley Eaton**. **Charles Saunders** will direct.

Set 'Allison' Preview

Over 1800 Catholic teaching nuns, brothers and clergymen have been invited to attend a special advance showing of 20th Century-Fox's "Heaven Knows, Mr. Allison" Saturday morning at the Roxy Theatre here. Also attending will be representatives of the secular and Catholic press, radio, television, and national magazines.

Confirms End of AB-PT Divestiture Program

Completion by American Broadcasting-Paramount Theatres, Inc., of the theatre divestiture program under the government consent decree was announced yesterday by **Leonard H. Goldenson**, president, confirming a story in the March 1 issue of MOTION PICTURE DAILY. He said the circuit had disposed of the last 22 theatres as required to be done by March 15.

In his statement yesterday Goldenson said that the company had made dispositions beyond those required by the decree, which permitted final ownership of as many as 651 theatres. The company is presently operating 500 theatres, Goldenson said, explaining that the 101 fewer theatres represent "marginal" operations having greater economic values than for theatre use.

May Acquire More Properties

"Further dispositions are contemplated in order to bring the company's theatre plant to maximum efficiency for income and earnings based on the general economic characteristics of the motion picture industry today. With the completion of the divestiture provisions of the decree, the company may acquire additional theatre properties with court approval," Goldenson concluded.

'Look' College Awards Presented by Engel

From THE DAILY Bureau

HOLLYWOOD, Mar. 4 — Screen Producers Guild president **Samuel G. Engel** last night presented the SPG-Look Magazine Intercollegiate Award for the best campus-produced picture to the University of Minnesota for "Swamp," written and directed by **Allen Downs**, student. The University of Southern California took second and third place awards. Honorable mentions went to the University of Illinois, the University of Nebraska and Wayne State University.

Thirty-eight films had been submitted for judging.

'Sweeps' Total 2,563

Nine more cities in widely scattered sections of the country yesterday advised **Robert W. Coyne**, special counsel for COMPO, of their contest plans for the Academy Award Sweepstakes and 16 more theatres filed entries, bringing the total to 2,563.

'Face' Next at M.H.

Paramount's "Funny Face," starring **Audrey Hepburn**, **Fred Astaire** and **Kay Thompson**, will be the next film at the Radio City Music Hall, opening as its Easter attraction.

.. of Drive-in

Portland, Ore., Season Open

Four of the largest drive-in theatres in the Portland, Ore., area have started the new season with a weekend-only policy. They will go into full-time operation on March 27. The theatres are the Sandy Boulevard Amphitheatre, Super-99 and 82 Street.

Elect Theodore Christenson

Theodore Christenson has been elected president of Amphitheatre Inc., Portland, Ore., succeeding the late **Phil Polsky**. Named directors of the firm were **Mrs. Phil Polsky**, widow of the late president, **M. A. Fender**, **Elmer W. Meyer** and **Samuel B. Weinstein**.

Ohio Theatre Changes Hand

The 1,000-car **Manos Auto Drive** on Route 153 at North Canton, Ohio, which was built in 1956, has been acquired by Associated Theatres Circuit and Selected Theatres Circuit. New owners plan to re-open it about May 1 under the name of **Giant Drive Theatre**.

Powell Buys Florida Unit

Belle Dow and associates have sold the No. 1 Drive-In Theatre, So. Daytona, Fla., to **William T. Powell** and associates.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center
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AS **CHARLES A. LINDBERGH** IN
"THE SPIRIT OF ST. LOUIS"
In CinemaScope and WarnerColor
A Warner Bros. Picture
and SPECTACULAR STAGE PRESENTATION

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16TH ANNUAL

LOOK MOVIE AWARDS

Ingrid Bergman in Twentieth Century-Fox's "Anastasia."



In its March 19 issue, on sale today, LOOK pays tribute to the 1956 accomplishments of the American motion picture industry. LOOK salutes the actors, producers, directors, writers and technicians who comprise the greatest pool of entertainment talent in the world . . . whose artistry and imagination have made Hollywood the world's entertainment capital.

In presenting its 16th annual movie awards, LOOK again demonstrates its vital interest in motion pictures. Aware that its readers share this interest, LOOK—Hollywood's biggest salesman—devotes more editorial space per issue to movies than does any other major magazine. *Each week, 6,000,000 LOOK readers buy a ticket to the stars at their favorite theaters.*

LOOK

the exciting story of people

REVIEW:

Hot Shots

Allied Artists

In this latest excursion into the realms of adolescent didoes, we are concerned with the search for a missing, eight-year-old TV star, Phil Phillips, by frantic TV executive Robert Shayne and the boy's guardian, Mark Dana. This is the signal for the entrance of the Bowery Boys, including Huntz Hall and Stanley Clements, when young Phillips tries to make a get-away in their car. The boys get arrested for kidnapping through a series of circuitous events, and there are numerous other comings and goings, shot through with action.

Other skulduggery afoot comes later when Dana and his cohorts scheme a real-life kidnapping of their youthful charge in an attempt to gloss over glaring inconsistencies in Phillips' accounts. Hall and Clements and the remainder of the Boys (true to their code) get young Phillips out of the mess for the umpteenth time and Dana's crew into the pokey.

Young Phillips is a welcome addition to the series. Joi Lansing is about the only romantic interest, playing a lithesome secretary to Hall and Clements. Ben Schwalb produced and Jean Yarbrough directed.

Running time, 61 minutes. General classification. Release, in February.

A. M. W.

Business-Building Plan OK'd 'Giant' Gross

(Continued from page 1)

who contributed time and effort for the mutual benefit of the industry in developing the business building program.

A TOA official stated that the combined work of all concerned "is an important step to industry harmony and an improved box office."

The board of directors and executive committee members approved Stelling's plan for financing the industry's Jubilee promotion program by establishing a \$2,800,000 fund which would be based on a levy of .4 of one per cent of the industry's annual \$350,000,000 film rental, which, added to every exhibitor's invoice when he is billed, would produce \$1,400,000. Stelling has proposed that distribution match this assessment to produce the \$2,800,000 fund which he believes to be the minimum required for an effective promotion campaign.

Will Fight Wage Bill

The TOA meeting also saw A. Julian Brylawski directed to oppose any inclusion of theatres in the Wage and Hours bill now being considered in Washington. Brylawski has been representing all exhibition in his opposition to the proposed revisions in the Minimum Wage law to include theatre personnel.

The exhibitor meeting was also in-

formed of Eric Johnston's letter to TOA concerning distribution's formation of a three man steering committee on arbitration. They unanimously endorsed the distribution action and the TOA reply regarding the scheduling of a joint distribution-exhibition meeting on March 18.

All regional TOA unit officials reported there has been a continuous upswing in business and the enthusiasm generated by these reports permeated the conclave. A strong factor influencing the current trend was said to be the continuous flow of good product.

'Tele-Movies' Talk

(Continued from page 1)

of the three-day convention of United Theatre Owners of Oklahoma, which opens here tomorrow with a "Fun Night" at the Biltmore Hotel.

The convention will be officially called to order on Wednesday by Bernard McKenna, Jr., UTOO president.

Among the speakers scheduled to be heard during the course of the meeting, together with their topics, are: Senator James Rinehart, "Vandalism and Teen Ageds"; J. P. Harrison, Interstate Theatres, "Public Relations and Showmanship"; Albert Sindlinger, "Audience Reception and the Trend"; E. J. O'Connor, president of Associated Industries, "Organization and the Legislature"; W. Howard Bateson, educator, "School Relations and Theatre Operations," and Charles G. Manley, Manley Popcorn Co., "Theatre Concession Merchandising."

RKO and Paul Gregory Confirm 5-Picture Deal

HOLLYWOOD, Mar. 4 — William Dozier, vice-president of RKO Radio in charge of production, and Paul Gregory met with the trade press at the studio today to confirm Gregory's five-picture deal, which will be financed by RKO.

Each of Gregory's films will be budgeted at \$2,500,000 with "The Naked and the Dead," first of the group, costing \$3,000,000, with shooting scheduled to start any time after mid-April, upon availability and commitments being sought for three star roles.

Howard White Dies

KANSAS CITY, Mo., March 4.—Howard White, who retired in September, 1954, after serving about 23 years as assistant purchasing agent for Fox Midwest Theatres, died Saturday in Nevada, Mo.

A.A. Coast Meeting Set

HOLLYWOOD, Mar. 4 — Allied Artists will hold its West Coast sales meeting at the Clift Hotel, San Francisco, on Saturday and Sunday, with Western division sales manager Harold Wirthwein presiding.

(Continued from page 1)

domestic playdates in the 19 weeks since its release and has grossed "past \$8,000,000" and that advertising and publicity for the film have amounted to \$1,300,000 thus far. He said he also expects the picture, which is already in release abroad to take in between seven to 10 million there.

The industry veteran pointed out that "Giant" is attracting record crowds, a large portion of whom come back to see the picture a second time. Theatres in 125 key cities which have already had "Giant" for first-run showing, have booked the picture for a re-run during Academy Awards week, Ginsberg said. The producer added that Warner Bros. has provided 325 color prints for domestic showings of the picture.

Quotes Sol Schwartz

Ginsberg declared that his picture has played "an important role in the quarterly earnings of many theatre organizations." He said that a number of top exhibition leaders, Sol Schwartz of RKO Theatres among them, have informed him of the film's excellent values.

In reply to a number of questions concerning the present industry status, Ginsberg said distribution costs in the main are too high and "it is my understanding" that a number of companies are conducting surveys to decrease operation expenses. Also, producers today are beginning to resist paying huge salaries and are turning to developing new faces, Ginsberg said. He said that this "resistance" is taking place when producers use a combination of stars and new faces in a film.

Ginsberg concluded by stating he expects to announce his new plans in about 30 days.

Fox Sets 11 Films

(Continued from page 1)

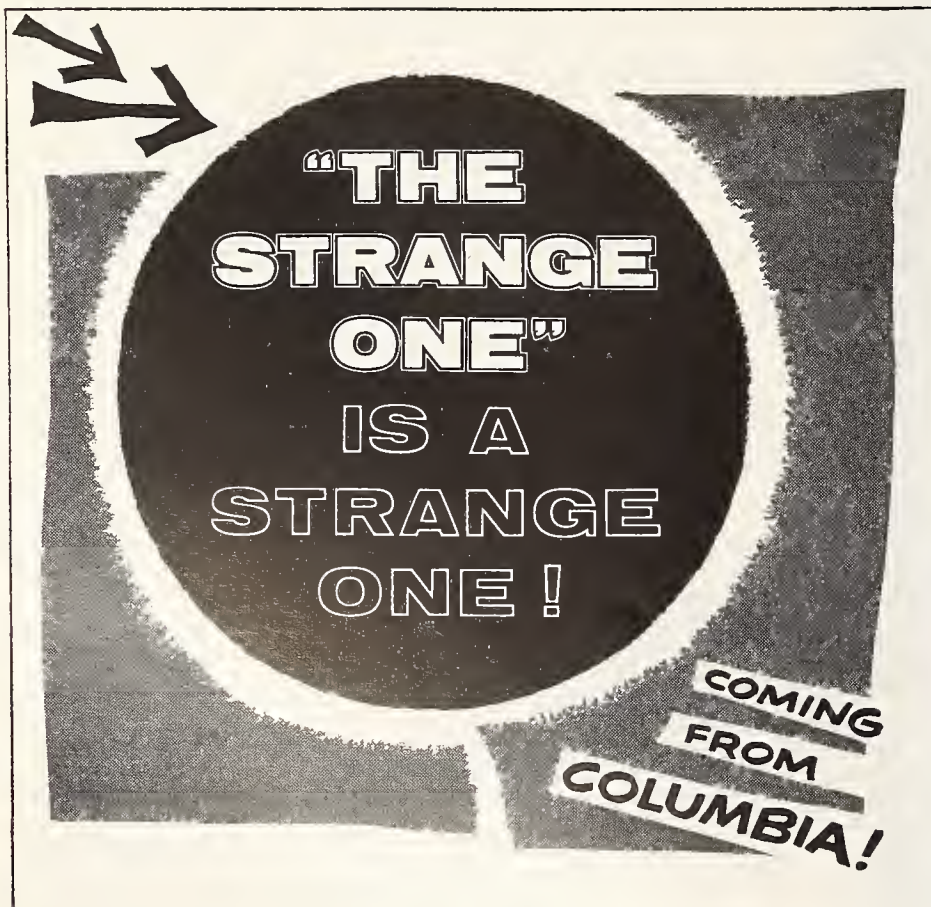
pany's head of European production, announced here today.

The program includes "Destruction Test," to be produced and directed by Sir Carol Reed; "Harry Black," produced by Lord Brabourne; "White Rabbit," Tony Bartley; and "69 Wardour Street," William Eliscu Productions.

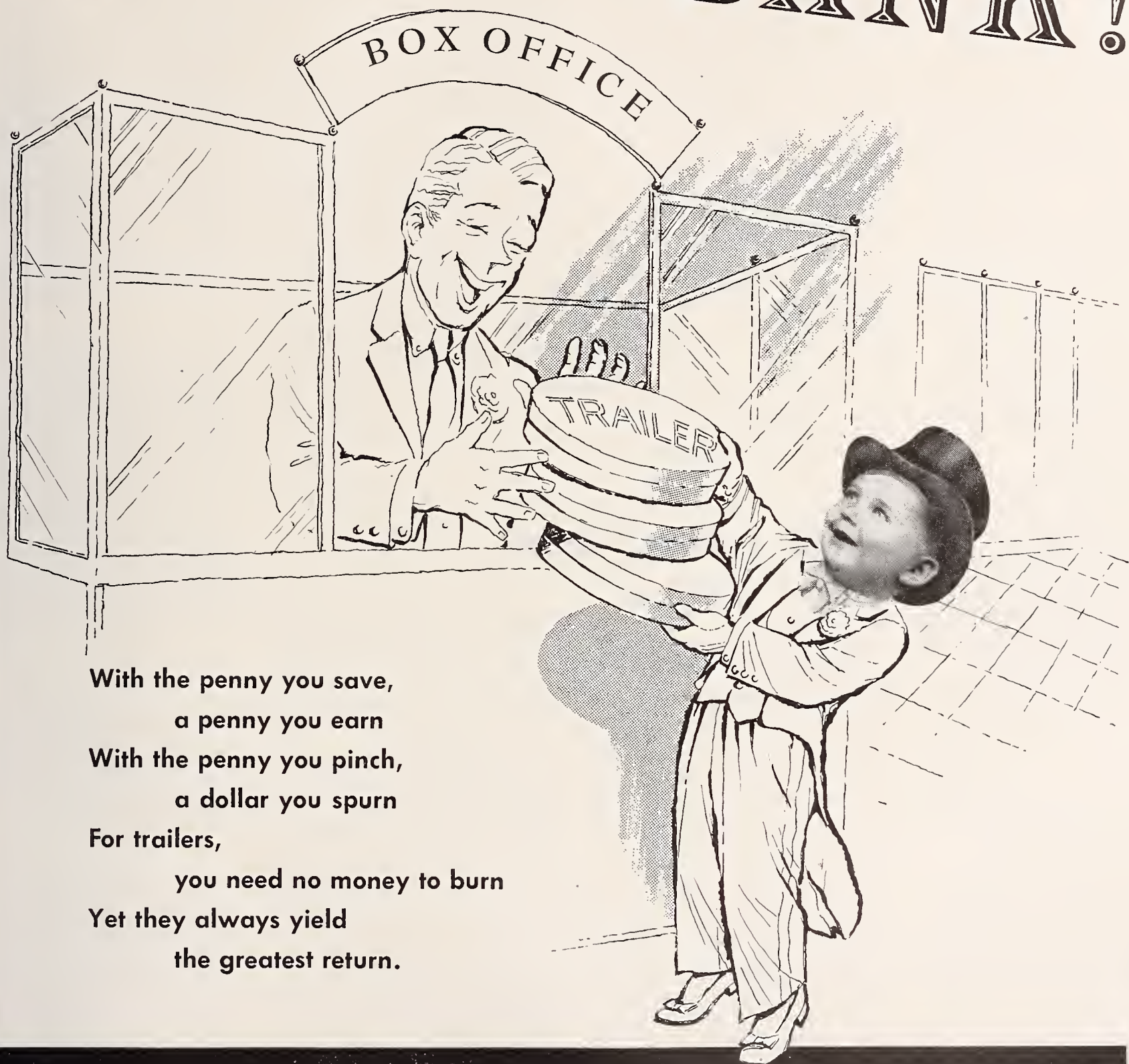
Negotiations are also in an advanced stage for three others, including an English-Italian comedy, to star Jayne Mansfield and Vittorio de Sica. These are in addition to three films already completed and one currently in production — "Sheriff of Fractured Jaw," starring Kenneth More.

Continental Conference

Frank Kassler, president of Continental Distributing Corp., and Walter Reade, Jr., board chairman will hold a press conference here at the Warwick Hotel this morning to announce details of their plan to invest in six European films for release this year.



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a penny you earn
With the penny you pinch,
a dollar you spurn
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NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

SINDLINGER

Survey showed 34.2 per cent went to the movies because of TRAILERS!

NATIONAL THEATRES CIRCUIT IN 21 STATES

Survey showed 43 per cent went to the movies because of TRAILERS!

Trailers — Showmen's Socko Salesmen!

U. A. Meetings

(Continued from page 1)

here and in Dallas tomorrow. The meeting here will be led by James R. Velde, general sales manager, and Al Fitter, Western division manager. In Dallas Milton E. Cohen, Eastern and Southern division manager, will preside.

Later Velde will join Cohen in Dallas, and they will hold sessions in Atlanta. Cohen will also lead meetings in New Orleans and Jacksonville. Following a week of sales conferences on the coast, Fitter will go to Salt Lake City and Denver to confer in those areas.

UA district and branch executives taking part in the meetings include West Coast district manager Ralph Clark, Southern district manager George Pabst, Los Angeles branch manager Richard Carnegie, Dallas branch manager James Clemens, Atlanta branch manager William Hames, New Orleans branch manager Alex Maillho, Jacksonville branch manager Byron Adams, Salt Lake City branch manager, W. W. McKendrick and Denver branch manager Bud Austin.

Eckman Leaves MGM in U.K.; Name Goldsmith

LONDON, March 4.—Metro-Goldwyn-Mayer has announced that Sam Eckman, its London chief since the days of silent films, has resigned.

Eckman, a New Yorker, came to London as British managing director for M-G-M in 1927. In 1947 he was made a Companion of the British Empire for film work with the Royal Navy. He has been succeeded by another New Yorker, Charles Goldsmith, in London since 1952.

Mrs. Lewis' Services

Funeral services will be held in Brooklyn at the Walter B. Cooke Funeral Home at 10 A.M. tomorrow for Mrs. Mary S. Lewis, wife of Merlin C. Lewis, executive secretary of the Theatre Equipment Supply and Manufacturers Association.

Change MPAA Meet

The advertising and publicity directors committee of the Motion Picture Association of America will meet here on Thursday to discuss the combined industry business building report. The luncheon meeting was originally scheduled for today.

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REVIEWS:

Revolt at Fort Laramie

Bel-Air—United Artists

HOLLYWOOD, MARCH 4

MANY AND MANY a bigger, longer and more nameful frontier picture has gone to market in a blaze of promotion and on to rich returns with a far less soundly grounded and ably developed story than this. It is a chronicle of life and loyalty in a Wyoming Cavalry post when word of war's outbreak between the Union and the Confederacy arrived to split the garrison into Northerners and Southerners.

As organized by the executive producer, Aubrey Schenck, the producer, Howard W. Koch, and the director, Lesley Selander, the picture made of this story is strong, steady, challenging and rewarding, maybe enough to score a box office success despite the absence of neon names in the capable cast. If the story is as everybody says it is, "the thing," "Revolt at Fort Laramie" figures to hang up a nice grossing record.

The story has John Dehner in command of Fort Laramie, engaged at the time in money trouble with the Sioux, whose personal loyalty is to the South but whose West Point background sustains him in devotion to duty until Washington sends an order to honorably discharge soldiers who may prefer to support the Confederacy cause. He and the other Southern sympathizers in the garrison resign and start out for Texas, leaving Gregg Palmer, as next in line, in command of the fort. The Sioux, for reasons too complex for quick synopsis, attack the Texas-bound company, are driven off, and then surround them for the night, to attack at dawn. Palmer and the Union-loyal cavalrymen ride to the rescue, offer the Confederacy sympathizers the right to re-enlist, but they set off again, Texas-bound, without Dehner, a casualty, after friendly farewells.

Running time, 73 minutes. General classification. Release in March.

WILLIAM R. WEAVER

The Tattered Dress

U-I—CinemaScope

A NOVEL THEME, excellent suspense, well spaced action, some pictorial spice and top notch performances by a good cast, offset some story faults in this trim melodrama. A mature Jeff Chandler in the lead is convincing and restrained as the criminal lawyer who has been more concerned with acquittals which will gain him headlines than in seeing justice done until he himself is the victim of a vicious frame-up.

Balancing his performance is Jack Carson, exceptionally competent as a sly but smooth-talking sheriff and political boss of a Nevada town, who frames Chandler for bribing a juror after Chandler has won an acquittal of Elaine Stewart, rich and promiscuous playgirl whose husband shot Carson's protege.

It is in the motivation for Chandler's change of heart, including a sort of by-path reconciliation with his wife, that the story line gets a little tangled in its own feet but other than this the picture moves swiftly and absorbingly from murder to trial to frame-up and denouement. Particularly effective is background action for the title, during which Miss Stewart's character and the nature of her relationship with the boy who is shot by her husband is established with short sharp cinematic strokes calculated to rouse audience interest even before the picture itself starts.

Sex is suggested, particularly in the posing and costuming of Miss Stewart, Jeanne Crain who plays Chandler's wife, and Gail Russell who is Carson's paramour, but it is not delineated.

Production is by Alfred Zugsmith and direction by Jack Arnold. Running time, 93 minutes. General classification. Release, in April.

JAMES D. IVERS

W. Gaudet Dead

NEW ORLEANS, March 4.—Wilhelmine Gaudet, for 35 years a member of the accounting department at Paramount Gulf, died Friday after an illness of two months. She is survived by two sisters and a brother.

Refurbish Pa. House

NORRISTOWN, Pa., March 4.—Melvin Fox, who heads the independent Fox theatres in the Philadelphia area, has announced a major refurbishing program for his Norris here. The house will be closed for a week.

TENT TALK

Variety Club News

NEW ORLEANS—Chairmen of the various committees participating in the 1957 Annual Variety Clubs International Convention have been named by Irwin Poche, general chairman. The convention, the 21st in the history of Variety, will be held here April 3-6, with the Roosevelt Hotel as headquarters. Page Baker, chief barker of the host New Orleans Tent No. 45, will serve as the convention's co-chairman. Other committee chairmen named by Poche include: a revival party—T. G. Solomon; decorations-flowers-signs—William Hollida; entertainment—Henry G. Plitt, the Crescent City Tent's chief barker; finance—Dan Brandon; greeting a welcome—Gaston Dureau; head award—Henry Glover; hotel reservations—William Briant; humanitarian award—Carl Mabry; journal—Maurice F. Barr.

△

BUFFALO—Harold Bennett, chief barker of Tent 7 here, has announced the following 1957 committee chairmanships: brotherhood—in-variety—Murray Whiteman; entertainer—Sam Geffen; finance, Jack Mundst; house, George H. Mackenna; membership, Dave Miller, and special event—Marvin Gross. Brotherhood-in-Variety is a new committee to serve as a contact point to receive information about barkers who become ill, suffer loss in the family or any incident calling for a gesture of "brotherhood."

△

CLEVELAND—Variety Club's recent housewarming party in its new quarters in the Tudor Arms Hotel drew some 180 members and friends. The move was arranged by club barker Marshall Fine. Leroy Kend of Associated Circuit and Irwin Shaker of Berlo Vending were heads of the decorating committee.

△

ALBANY—The Variety Club's 14th annual dinner dance at the Sheraton Ten Eyck Hotel here recently was attended by 180. Retiring chief barker Harold Gabrielove, under whose administration the roster of members passed 200 and under which quarters were established on the mezzanine of the hotel, was praised and gifted. The committee on arrangements included Attorney Lewis A. Sumberg, Eugene Teper, Jules Perlmutter, Irwin Ulman, Dr. A. I. Milstein and former chief barkers George Schenck and Nate Winig.

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National Pre-Selling

WHEN Universal Pictures set out to make 'Battle Hymn', a hunting story of a gentle warrior, it reported 25 Korean orphans to Hollywood as extras—and thus Americanized Sam," reports "Life" in its February 20 issue. "Sam is five years old, uninhibited, chubby and charming. He is also a clown who steals scenes away from veteran actors and usually leaves them happy." "Life" has a pictorial story on this new U.I. film and a profile of Colonel Sanders, on whose career the picture is based.

"The Happy Road," reports Ruth Herbert in the March issue of "Good Housekeeping," "is a gay, off-beat account of how two ten-year-olds run away from boarding school in Switzerland and hitchhike to Paris."

The "Think Pink" sequence in "Funny Face," starring Audrey Hepburn and Fred Astaire, is being used very effectively for a joint promotion with Paramount and "Seventeen" magazine. The March issue will feature a page portfolio on the "Think Pink" fashions and a two-page entertainment spread on "Funny Face."

77 department stores across the nation will use the "Think Pink" sequence in "Funny Face" as the theme for their window displays, newspaper ads, radio and television spots and their fashion shows. Many of the pink fashions are displayed and the cooperative stores listed in "Seventeen" March issue.

The full-color front cover of "The Reporter's" February 21 issue is the production of a Hollywood studio scene painted by Dong Kingman. The lead article in the issue, written by Robert Ardrey, script writer and playwright, gives his views on what is happening in Hollywood.

"The Spirit of St. Louis" story in the March 4 issue of "Life" makes a very interesting and enlightening reading. Four photos made 30 years ago give the story added interest, one taken on take-off morning at Roosevelt Field on Long Island, the others, arrivals in Paris and London air fields and finally the nautical reception in New York harbor. The New York Times reporter, J. Carlisle MacDonagh, who was assigned to travel with Lindbergh in 1927, has written his experiences with the famous flyer for this issue of "Life."

"Raintree County" was mentioned prominently in the caption for Elizabeth Taylor's photo which appeared on the full-color front cover of the February issue of "This Week." A cover story with many pictures of the star appeared in the issue.

WALTER HAAS

Talent Hunt

(Continued from page 1)

Saunders, assistant eastern talent representative, and Robert Goldstein, 20th Century-Fox representative in London.

The specific objective of these three talent experts is to find a young girl for the leading role in "A Certain Smile." This is the book by the young French novelist Francoise Sagon, which has been a continuous best seller throughout the world for the past year.

Henry Ephron to Produce

"A Certain Smile" will be one of the company's biggest productions, with Henry Ephron producing and screenplay by Frances and Albert Hackett, Pulitzer-prize winning dramatists. Adler feels certain that the Sagon heroine role is one that can raise its portrayer to immediate stardom and therefore is planning to cast a complete unknown.

In addition to interviewing college Little Theatres and other aspirants with this role in mind, Bard will also give consideration to candidates for the studio's new talent school which is in full operation at the present time.

Bard's extended trip is the result of an experimental test made recently in San Diego, where 800 applications were received in a talent contest in which the studio school participated.

Special Department Formed

Also in connection with the "A Certain Smile" search, the studio is setting up a special publicity and exploitation department under Perry Lieber. This department will function permanently for the advancement of the careers of the young players which 20th-Fox is tutoring and placing under contract.

Mexican Rank Deals

(Continued from page 1)

Davis, managing director of the Rank Organization, for the Rank interests, and Congressman Jorge Ferretis, chairman of the National Cinematographic Board, for Cinex, the semi-official distributor of Mexican films abroad.

The agreement, to last indefinitely, calls for the exhibition of five Mexican pictures a year in Great Britain, Pakistan, Afghanistan and two countries of the British Commonwealth yet to be selected, and the exhibition of 15 British films a year in Mexico. Rank agrees to finance all costs of dubbing the Mexican films in English and the exploitation of those pictures, as well as the costs of exploiting the British films shown in Mexico. In addition, Rank is said to have made payments against anticipated profits of \$3,750 to \$9,000 per Mexican film.

The pact thus ends a long tug-of-war between Mexican and British film interests, principally because the former felt its films were being improperly handled in the British market.

Televisión Today

Fedderson's 10 Shows Feature Wide Variety of Material

By SAMUEL D. BERNIS

Don Fedderson was appropriately tagged "the Little Jack Horner of television" by his executive producer Fred Henry, during a recent discussion of the Fedderson organization's forthcoming product.

"Don's record of pulling out a plum every time he gets ready to try another TV pie remains unbroken; and there's no way of pinpointing the formula for such success, since Fedderson has no hard and fast rule on the type of shows he presents—whether they be film or live," Henry said.

"Fedderson has a fetish about a 'different' format for each of his projects, catering to a creative desire for developing a variety of shows that are non-competitive to each other," the producing aide pointed out. All of the 10 shows Fedderson will have to his credit by the end of the year will show a range of activity in both the live and film field; with programmed series in the musical quiz, situation comedy, dramatic anthology, children's and teen-age categories.

Puppet Show Included

The three projects now being readied include a half-hour film show featuring Bob Clampett's new life-size puppets and a live child, reared by the puppet animals on a desert island, (merchandising aspect on the puppets are already committed for this one). The others consist of a live teen-age musical show, "It's Great To Be Young," and a dramatic anthology based on true, unusual stories experienced by the average "John Doe," which will be fronted by a prominent newspaper personality.

The teen-age musical series will star 18-year-old Bob Brunner, a versatile musical discovery, and his teen-age band. The format will feature top musical selections made by 900 high school newspaper editors; and a weekly talent-challenge contest.

Filming Widely Distributed

Each of the shows under Henry's supervision has its own producer and autonomous unit; with the Fedderson organization now spread all over Hollywood, filming at Republic, Desilu, RKO-Culver City, and using the facilities at NBC, CBS and ABC studios.

toll TV, and individual commissioners did not express any opinion as to what should be done in the case. Indications were it might be a couple of weeks before the commission returns to discussing toll TV, since the commission has several appearances scheduled before congressional groups in the next week or two, and since the commission's dockets are jammed with several other cases.

ABC To Cover N. Y. Council Hearing Today

ABC Television cameras will be on hand tomorrow to cover the New York City Council's committee hearings on whether or not such TV and newsreel coverage of Council hearings should be allowed as general practice.

The ABC coverage will be on a closed circuit to allow City Councilmen to see the actual effect of such coverage under ordinary and usual conditions.

Movie Censorship Is 'Open Mind' Topic

"Should We Have Censorship in America?" was the topic of the second program in a series on censorship presented Sunday on WRCA-TV's "Open Mind" program. Among those discussing the pros and cons of the subject with moderator Richard D. Heffner were Dr. Hugh M. Flick, formerly director of the division responsible for motion picture censorship in New York State; Louis Nizer, prominent New York attorney, and Philip T. Hartung, film critic for "The Commonwealth" magazine. The program is produced by Richard D. Heffner and directed by Hugh McPhillips.

No Toll-TV Decision

(Continued from page 1)

be held before a decision is reached.

This is the line FCC chairman George McConaughy will give the Senate Commerce Committee when the problem is raised, as it certainly will be, during the committee's questioning of the commission this week, starting tomorrow. The committee has before it a staff report urging the senators to pressure the commission into authorizing a large-scale public test of toll TV systems.

McConaughy will say the commission has just started in the last few weeks going over FCC staff summaries of all the voluminous evidence filed in the toll TV proceedings, having been kept from it before by work on the allocations problem and other pressing TV matters. Several more sessions will be needed, he'll say.

Members of the commission said most of today's FCC meeting was devoted to a technical discussion of

FLY WITH THE PILOTS WHO FLY THE WORLD



TWA CAPTAIN DAVID B. KUHN, a former star quarterback for Hardin Simmons University, has been calling signals in TWA cockpits for 20 years. Between flights, he fishes, hunts and doggedly plays golf which he calls "a disease, not a game." Lives in Brent-

wood, California, with his wife and three active teen-agers—two boys, one girl. Captain Kuhn, a solid citizen with more than 4 million miles of flying experience, is the kind of man TWA traditionally puts at the controls, the kind of man you like to have in command.

TWA



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Fly TWA fast, non-stop *Ambassador* between New York and Los Angeles. De luxe Super-G Constellation service offering tempting meals and beverages, gracious hostess service and the delightful "Starlight" lounge. *Exclusive!* . . . full-length sleeper berths (extra charge) available on overnight Ambassadors.

For full information on *Ambassador* service, or any of TWA's many other First Class and thrifty Sky Tourist flights, see your travel agent or nearby TWA office today.

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FLY TWA
TRANS WORLD AIRLINES

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MOTION PICTURE DAILY

81, NO. 44

NEW YORK, U.S.A., WEDNESDAY, MARCH 6, 1957

TEN CENTS

Resolution

'Acute' Film Mortgage Hit by TOA Board

in Asks Justice Allow Cuts to Produce

Special to THE DAILY

CHICAGO, March 5 — Viewing continued alarm the acute shortage of playable product on the market, the board of directors and executive committee of Theatre Owners of America has voted to recommend again to the Department of Justice that it grant appropriate amendments to the consent decree to (Continued on page 2)

Relief Plan for Small Business Told

From THE DAILY Bureau

WASHINGTON, March 5 — A group of House Republican members met today with their program for giving tax relief to small business. The group was headed by Republican members of the House Small Business Committee, and included (Continued on page 7)

Revision Proposals Accepted by TOA Board

From THE DAILY Bureau

CHICAGO, March 5—The 12-point proposals recommending revisions in general loan policies of the Small Business Administration under which exhibitors would have greater access to governmental loans was passed unanimously today by the Theatre Owners of America board of directors and executive committee. The proposals were presented by a TOA committee headed by Philip F. Har-

In addition TOA members who are directors of banks or other financial institutions were urged to lend their support to ease restrictions on mortgage loans for theatres and support legislation necessary for revision of the Harling committee's recommended revisions of SBA rules.

Sees Toll TV Decision Soon

By J. A. OTTEN

WASHINGTON, March 5.—Federal Communications Commission chairman George C. McConaughy said today that the commission hoped to reach a decision on subscription television "in the near future."

He made this statement before a Senate Commerce Committee hearing at which FCC members testified on the commission's progress to date on the television broadcasting problems which had been on the calendar. Although it had been expected that much of the testimony today would be on subscription television—in view of the fact that the committee last week considered a report by its staff reportedly urging an immediate full-scale test of toll TV—neither the committee nor any other FCC member brought up the question.

McConaughy merely said in a (Continued on page 6)

Ask Support for Bill Outlawing Toll TV

Special to THE DAILY

CHICAGO, March 5—The board of directors and executive committee of Theatre Owners of America today recommended full support to Congressman Celler's bill entered in Congress which is aimed at outlawing subscription television.

The meeting, by unanimous re- (Continued on page 6)

Acquire Six New Foreign Films With 'Continental Plan' Funds

By LESTER DINOFF

(Picture on Page 7)

Continental Distributing Corp. has committed \$1,000,000 for the acquisition of six new European films to be released in the United States this year, it was announced here yesterday by Frank Kassler, president, at a Hotel Warwick press meeting. Kassler said the \$1,000,000 was made available last year through the "Continental Plan" whereby exhibitors and exhibitor groups participate financially in the company.

The six pictures are included in the overall eight to 10 films which Continental plans for domestic distribution this year, he said. Titles of the six European films acquired are "The

Exploratory Meeting Set for New York

Talks on Arbitration To Start on April 8

TOA and Allied Presidents to Meet With MPAA Distribution Committee

Heads of national exhibitor associations and distributor members of the Motion Picture Association's steering committee on arbitration agreed yesterday to hold a first meeting here on April 8.

Industry Heads Pledge Red Cross Support

(Picture on Page 3)

Pledges of support for the 1957 Red Cross campaign were made by a number of representative industry leaders at a luncheon at the Metropolitan Club here yesterday sponsored by Spyros P. Skouras, 20th Century-Fox president, and chairman of the industry campaign.

General Alfred M. Gruenther, president of the American Red Cross, thanked the motion picture industry for its support in past Red Cross campaigns and spoke of its important role in the dissemination of ideas and information in a world in which the battle for men's minds has as great significance as has the establishment of NATO's defense bases.

Skouras told an audience of more (Continued on page 3)

The meeting will be in the form of a luncheon at the Harvard Club. Attendance will be limited to the presidents of the two national exhibitor organizations—Ernest G. Stellings of Theatre Owners of America, and Julius Gordon of Allied States—and to the members of the distribution committee, Abe Montague, Columbia; Charles M. Reagan, M-G-M, and George Weltner, Paramount.

The initial session will be largely (Continued on page 2)

Additional Prizes Are Promoted for 'Sweeps'

Additional prizes, valued at several thousand dollars, have been promoted by exhibitors throughout the country as awards to the winners of the Academy Award Sweepstakes contest, according to reports received yesterday at COMPO offices. Entries also were received from 12 additional theatres, (Continued on page 2)

Todd Yields to WGA On '80 Days' Credits

From THE DAILY Bureau

HOLLYWOOD, Mar. 5 — The dispute between Mike Todd and the Writers Guild of America, West, over writer-credits for "Around the World in 80 Days" ended today in an agreement by Todd to accept the guild decision, making necessary changes (Continued on page 7)

Televisión Today

Page 6

PERSONAL MENTION

SI FABIAN, president of Stanley Warner Theatres, left here for the Coast by plane yesterday.

BUDDY ADLER, 20th Century-Fox executive producer, will arrive in New York early next week from Hollywood.

MILTON KIRSHENBERG, treasurer of Paramount International, will leave New York at the weekend for Rome.

MICHAEL MINDLIN, Jr., director of advertising and publicity for Figaro, Inc., will leave Saigon, Vietnam, today for Italy.

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, is in San Francisco from New York.

CECIL BEATON, British set designer, has returned to London from New York via B.O.A.C.

W. C. SUMPTER, exhibitor of Lepano, Ark., has been elected president of the Lepano Rotary Club.

SIDNEY JUSTIN, Paramount studio counsel, returned to Hollywood yesterday from New York.

MICHAEL BENTHALL, British producer-director, returned to London yesterday from New York via B.O.A.C.

RICHARD TOVAR, Paramount auditor, will return to New York on Saturday from San Juan, P. R.

Schine Appeal Denied

BUFFALO, March 5. — A motion for a new trial in the Schine criminal contempt action brought by the government has been denied by Federal Judge Harold P. Burke, who handed down his decision without comment. Nine Schine corporations and four individuals were found guilty in December last year of violating a Federal Court order directing the Schines to divest themselves of certain theatres.

Weltner on Tour

George Weltner, president of Paramount Film Distributing Corp. and worldwide sales head, will leave here tomorrow on a three-week Latin American business tour. It will include visits to Paramount branch offices in Panama, Peru, Chile, Argentina and Brazil. Weltner is due to return here from Brazil on March 29.

Arbitration

(Continued from page 1)

exploratory, the discussions covering where and how to start the new talks on establishment of conciliation and arbitration machinery for the industry, and what representation to include in the subsequent drafting meetings.

Johnston Invitation Issued March 18

Both TOA and Allied have standing arbitration committees, but it is understood the invitation for the initial meeting was directed only to Stellings and Gordon. Eric Johnston, MPA president, issued the invitation after the March 18 date suggested last week by Stellings was unacceptable to at least one of the distribution committee members, who will be out of town on that date.

Members of TOA's arbitration committee are Stellings, George Kerasotes, Si H. Fabian, Sam Pinanski, Mitchell Wolfson and Herman Levy. Allied's arbitration committee members are Ruben Shor, Abram Myers and Abe Berenson. It is believed the deliberations will be turned over to the members of the committees once the April 8 meeting has determined the basis for procedure.

Two Questions to Fore

Among early questions to be decided are whether the last arbitration draft can be used as a basis for the new discussions and, if so, how much of it. Also, the question of whether regional exhibitor organizations should be asked to send representatives to the drafting sessions.

The last draft was completed in late 1955 in negotiations between TOA and distribution representatives. Allied had not participated because of its dissatisfaction with the omission of film rental disputes from the arbitrable matters. At about the time the plan was to have been put into effect, TOA gave its support to the Allied position, Allied in turn supporting a TOA petition to the Justice Department for permission for divorced theatre circuits to engage in production, with preemptive licensing rights to their pictures being accorded their own theatres.

Urged by SSBC

The TOA switch killed the industry arbitration plan instantly. However, in subsequent hearings before a subcommittee of the Senate Small Business Committee in Washington, the industry was urged—for a second time—to agree on a system of hearing and settling industry disputes by conciliation and arbitration.

The April 8 meeting represents the first attempt to carry out the Senate group's recommendation, and is the first joint industry effort to discuss arbitration machinery for the industry in more than a year.

U.S. Annual Remittances To Britain \$2,800,000

From THE DAILY Bureau

LONDON, March 5 — F. J. Erroll, Parliamentary secretary of the Board of Trade, answering a question in the House of Commons today revealed that remittances from the United States of earnings of British films is about £1,000,000 (\$2,800,000) annually.

TOA's Board

(Continued from page 1)

allow divorced circuits to engage in film production with pre-emptive rights.

In a resolution passed today at the conclusion of the national exhibition association's mid-winter meeting at the Hotel Blackstone here, the theatremen "reaffirmed with greater emphasis their position as determined at the 1956 convention, to wit that because of the sellers' market which now exists and which has existed for sometime in the production and distribution of motion pictures in the U. S., it is necessary that there be released a greater number of motion pictures.

Three Circuits Named

"To that end, the board of directors and executive committee of Theatre Owners of America respectfully recommends to the Department of Justice that it grant its consent as quickly as possible to appropriate amendments to the present consent decree in the U. S. vs. Paramount, et al, seeking to permit National Theatres, Stanley Warner Theatres, American Broadcasting - Paramount Theatres, and all other former affiliates and others who may wish to do so to produce and release, with pre-emptive rights to show their pictures in their own theatres. The co-operation of the Department of Justice along these lines will be greatly appreciated."

AB-PT Has Produced One

This resolution was sent to the Department of Justice yesterday by telegram. AB-PT has formed a wholly owned subsidiary, AB-PT Pictures, to produce motion pictures. The company has completed its first picture and plans to open it in Chicago in June. No distribution arrangements have been announced by the company as yet.

In early February, TOA president Ernest G. Stellings praised distribution for having released a large number of good pictures on an orderly basis over the prior months to allow many exhibitors "to enjoy the best

Sweepstakes

(Continued from page 1)

bringing the number of participating theatres to 2,577.

The Toledo, O., Managers Association has promoted a Ford automobile as the first prize in the contest conducted in that city. In Brownsville, Tex., local exhibitors are awarding a round trip airline ticket for to Monterrey, Mexico, as the prize. In Waco, Tex., the prizes include a lady's diamond ring, 52-piece dinner set, wrist watches and three passes. Providence exhibitors promoted 10 assorted prizes.

Among the late entries for the test received yesterday were the affiliated Theatres of Michigan, and theatres in California, Oregon, Illinois, Tennessee and Louisiana.

Sells AA Shares

WASHINGTON, March 5 — H. J. Mirisch, vice-president of Artists Pictures Corp., sold shares of common stock last night owned by Kenilworth Corp., reducing its holdings to 30,900 shares, according to the Securities and Exchange Commission. The SEC report said that Kenilworth Corp., remaining holdings are held in partnership with Mirisch and his family. Mirisch holds 12,000 shares directly with the remainder being held by Kenilworth, the SEC said.

A.A. Dividend Declared

HOLLYWOOD, Mar. 5 — Artists today announced a dividend of 13½ cents per share on the company's 5½ per cent cumulative convertible preferred stock, payable March 15th to holders of record March 8th.

box office conditions in recent times."

In his report to the TOA board Sunday, Stellings said that "according to present distribution plans for year 1957 will see the largest number of American-made pictures available to our theatres since 1952.

Showplace of the East
FOR YOUR SCREENING

- Three Channel interlock projection
- 16, 17½ & 35 mm tape interlock
- 16 mm interlock projection

CUTTING & STORAGE ROOM

MOVIELAB

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PEOPLE

ou Formato, Southern division manager for M-G-M and former district manager for the company in Philadelphia, will be honored at a memorial dinner by Motion Picture Industries of Philadelphia on April 10 at the Bellevue-Stratford Hotel.

Harry Browning, Boston, former president of New England Theatre has obtained the exclusive New England rights for distribution of the **K. Friedrich** production, "Day of Triumph."

in G. Chinell, for 25 years with RKO Radio branch in Buffalo, has been named manager of the Vista exchange in that city.

rman Hull has resigned, effective next month, as general sales manager of Associated Screen News, real, after 23 years with the company.

Spencer Leve, Southern California division manager for Fox West Theatres, has taken over his duties as vice-president of Fox Coast Agency Corp., with headquarters in Los Angeles.

e H. Fischer has been named general divisional sales manager for Producers Associates, Inc., headquarters in Chicago. An industry veteran, **Fischer** has held important sales posts with M-G-M, Warner Brothers and RKO.

ivid C. Silverman, for the past years branch manager for RKO in Pittsburgh, has been named branch manager for Allied Artists in that city.

go C. Johnson, veteran Washington newsreel cameraman, has been named newsreel staff representative of Walt Disney in the Nation's Capital. He will take over his new duties.

anley Mills Haggart, formerly balance art director of television commercials, has been engaged as creative art director for Robert Law Productions, Inc.

s Sarale, manager of the Skowhegan Theatre here, has been elected by the Bayside Council of Churches and Synagogues with this Brotherhood Award.

Guys' Booked Here

All the Guys in the World," a French import, will have its American premiere at the Trans-Lux Normandie Theatre here following the run of Walt Disney's "Cinderella." The French film is also being distributed by Vista.



SPYROS P. SKOURAS at yesterday's luncheon, appealing for the Red Cross and introducing its president, **General Alfred P. Gruenther**, left, and national chairman, **E. Roland Harriman**, right. With them, **Arlene Dahl** and **Doretta Morrow**.

Industry Will Aid Red Cross

(Continued from page 1)

than 200 persons that the quota for the industry here is only \$40,000 of New York City's \$5,500,000 quota. The Red Cross national goal this year is 95,000,000. He cited the continuing need for services to the armed forces, for assistance to victims of disasters and to carry on the Red Cross Blood Program and other of its vital activities. He pointed out that because last year saw a large number of disasters in the United States, Red Cross reserves now are at an all-time low.

Leaders Pledge Support

Expressions of support came from **Russell V. Downing**, president of Radio City Music Hall; **Harry Brandt**, on behalf of Brandt Theatres and the Independent Theatre Owners Association of New York; **Sam Rinzler** of Frisch & Rinzler circuit; **Arthur**

Mayer of Independent Motion Picture Distributors, and others.

Skouras urged exhibitors present to encourage collections at theatres and to help in publicizing the Red Cross campaign by showing subjects which he indicated producers will supply, and by displaying lobby posters.

Chairman Attends

Among those at the luncheon were: **E. Roland Harriman**, chairman of the American Red Cross; **Mrs. Harriman**, vice-chairman of the New York chapter; **Walter Thomas**, deputy chairman, New York Chapter 1957 campaign; **Mrs. Alger B. Chapman**, deputy chairman, general solicitation committee; **John S. Sinclair**, chairman, New York Chapter; **Ramone S. Eaton**, Red Cross vice-president; **Jerry Lewis**, **Arlene Dahl**, **Doretta Morrow**, **Pamela Curran** and others.

Pathe, Universal Sign New Color Agreement

Pathe Laboratories and Universal Pictures yesterday announced the signing of a new color processing agreement whereby Pathe will process all of the color release printing under Universal's control through most of 1961.

Pathe has processed the bulk of Universal's black and white production since 1946, and, for the last six months, has processed a large volume of that company's color release printing.

The new contract was said to resolve "amicably" differences that arose between Universal on the one hand, and Pathe and its corporate parent, Chesapeake Industries, Inc., on the other, about the color processing aspects of a laboratory services contract written in 1946. With the settlement, Universal receives the unencumbered rights to exercise an option on 15 per cent of Pathe Laboratories' stock that had been in dispute.

First-Run N.H. Theatre Opens French Festival

Special to THE DAILY

HARTFORD, March 5—**Robert C. Spodick**, **Leonard E. Sampson** and **Norman Bialek** of the Nutmeg Theatres Circuit have launched a French Film Festival at the first-run, 300-seat Lincoln Theatre, New Haven, Conn. French attractions are opening on Tuesdays of each week for a full month, with program notices already mailed to regional schools, French population centers and the like. The program beginning today is "Papa, Mama, the Maid and I" and "The Doctors."

Hodges' Manager Dies

NEW ORLEANS, March 5—**Miss Myrna Mae Posey**, 46, office manager at Hodges Theatre Supply, Inc., died here following an illness of several months. Prior to her last position, she was cashier and bookkeeper with National Theatre Supply Co. for 13 years.

NEWS ROUNDUP

Columbia Bill Held in Detroit

Detroit's Broadway Capitol Theatre has held over for a third week the Columbia Pictures' dual bill of "Don't Knock the Rock" and "Rumble on the Docks," marking the first time that the AB-Paramount house has held a bill beyond the two-week mark.

Yorke Forms New Firm

Papers of incorporation have been filed in Sacramento, Cal., for Laguna Productions, Inc., by **Emerson Yorke**, independent producer. Associated with Yorke in the enterprise is **Edward W. Ballentine**, former distribution executive and currently with Acme Film Labs, Hollywood.

Bagels-and-Lox Dog Sought

Columbia Pictures is searching—literally—for a dog that will eat bagels, lox, sour cream and cheese blintzes for the role of **Joey's** pal in its forthcoming "Pal Joey." The successful canine gourmet will be chosen tomorrow afternoon at the Latin Quarter here following an elimination contest involving, says Columbia, 50 discriminating pooches.

Pope Asks Better Ads

Reports from Vatican City tell of a move by **Pope Pius XII** for a campaign during Lent to remove from the streets and walls of Rome the more lurid types of signs advertising Italian motion pictures.

'80 Days' Booked in Boston

Michael Todd's "Around the World in 80 Days" will play **Benjamin Sack's** Saxon Theatre in Boston starting April 20. Contracts were signed here yesterday by **Todd** and **Sack**.

Film Depot Debut

INDIANAPOLIS, March 5—**States Film Service Depot** of National Film Service Inc., was given a formal debut at a buffet tendered by **Meyer Adelman**, president of States Film Service and a member of the board of directors of NFS. The unit contains modern facilities for film handling and services Republic, United Artists, RKO and many independents.

Capitol Books 'War'

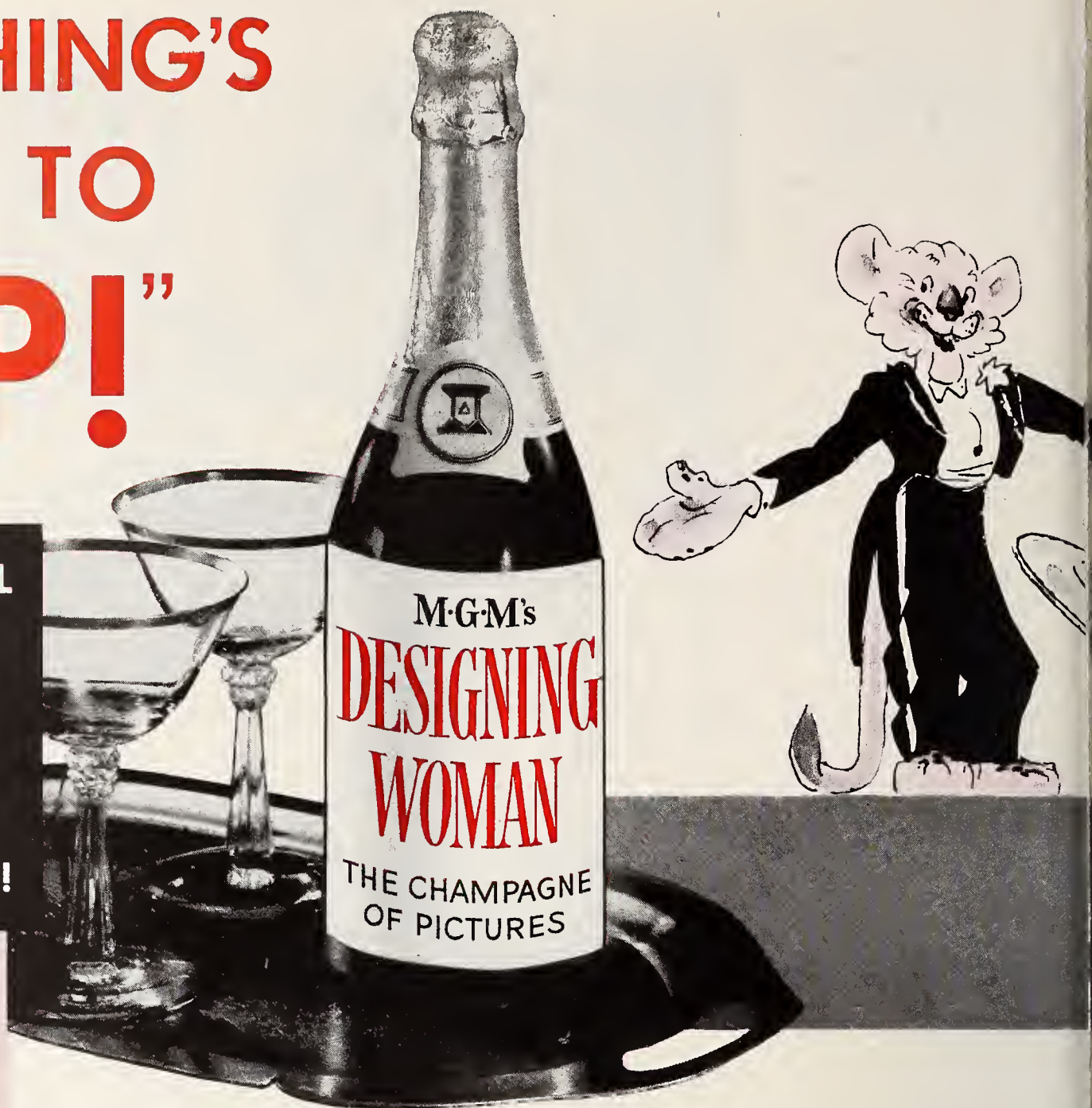
United Artists' "Men in War," starring **Robert Ryan** and **Aldo Ray**, will have its New York premiere on March 19 at the Capitol Theatre. The American Korea Foundation held an invitational preview of the film here yesterday for officials and sponsors of the Foundation and Korean delegates to the United Nations.

"SOMETHING'S GOING TO POP!"

**OUR CAMPAIGN WILL
REACH A TOTAL
OF 356,570,617
IMPRESSIONS IN
MAGAZINES,
NEWSPAPERS,
ON RADIO AND TV!**

The Magazine List:

LIFE
LOOK
SATURDAY EVENING
POST
COSMOPOLITAN
McCALL'S
REDBOOK
SEVENTEEN
VOGUE
CHARM
NEW YORKER
PHOTOPLAY
MODERN SCREEN
SCREEN STORIES
MOTION PICTURE
MOVIE LIFE
MOVIE STARS
PARADE
SILVER SCREEN
MOVIELAND
SCREEN STARS




THE CAMPAIGN OF THE YEAR **for the "Champagne" of the Year!**

MAGAZINES: Full page in Life (2 colors), Look, Saturday Evening Post (2 colors), Seventeen, Vogue, Charm, New Yorker and a full page in all the leading fan magazines. Plus M-G-M's famed "Picture of the Month" column in Cosmopolitan, McCall's and Redbook. Sparkling advertising that reaches a phenomenal readership of 101,375,385.

NEWSPAPERS: Teaser series on women's and society pages 5 days prior to opening in 61 papers in 45 big cities. Readership nearly 200,000,000. This is in addition to M-G-M's big display and co-operative newspaper campaigns with untold circulation in the hundreds of millions.

TV AND RADIO: Radio spots in 26 markets producing 24,689,232 listener impressions over a 3-week period. Star spots on TV featuring Gregory Peck and Lauren Bacall, telecast to 36 big-city markets, going into 14,526,684 homes with 30,506,000 viewers.



"TASTING IS BELIEVING!"

M-G-M cordially invites you to sample
this bubbling "Champagne of Pictures"
at its Invitational

THEATRE PREVIEWS

and you'll
get a
NEW
HIGH!"



Watch for your invitation which will
tell you the date and theatre in your
Exchange City. Keep in touch with
M-G-M! Freshen up your spirits, brighten
up your outlook, this picture is literally
a Happy Toast to your Box-Office! And
M-G-M is telling your patrons about
"The newspaper guy, the chic fashion
designer and the shapely showgirl."

M-G-M presents the Comedy of the Year—with Songs!

**GREGORY PECK
LAUREN BACALL**

in

"DESIGNING WOMAN"

Co-Starring

DOLORES GRAY

Written by GEORGE WELLS, Associate Producer

In CINEMASCOPE and METROCOLOR

Directed by VINCENTE MINNELLI

Produced by DORE SCHARY

★

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)



Television Today

Toll-TV Bill

(Continued from page 1)

solution, requested all exhibitors to contribute \$10 per theatre to replenish the funds of the Joint Committee Against Pay-As-You-See TV, which was formed two years ago with a \$150,000 "war chest" built up by exhibition contributions.

The TOA board meeting resolved "to use every legitimate means at our command to prevent the capture of free television." The board members and executive committee members said all recommendations to defeat toll-TV such as letters, wires and any other media, should be sent to Congressman Celler in Washington. They said that contributions should be sent to Philip F. Harling, 1585 Broadway, New York.

ABC Acquires 26 RKO Films; Start in April

The American Broadcasting Co. and RKO Teleradio Pictures have concluded an agreement whereby the ABC television network acquires a group of 26 RKO feature films for showings, starting this April, in competition to NBC-TV and CBS-TV "live" programming on Sunday evenings, it was jointly announced here yesterday.

Oliver Treyz, vice-president in charge of ABC-TV, and C. Robert Manby, RKO Teleradio vice-president, said that the package will be presented in the 7:30-9 P.M. Sunday time slot in opposition to Steve Allen and Ed Sullivan.

Among the pictures in the package of 26 are "Abe Lincoln in Illinois," "The Bachelor and the Bobby Soxer," "Bringing Up Baby," "China Sky," "Enchanted Cottage," "Experiment Perilous," "Gunga Din," "Tall in the Saddle," "King Kong" and "Fallen Sparrow."

Urges Better 'Selling' in Public Service Efforts

Sam Cook Digges, general manager of WCBS-TV, yesterday urged television broadcasters to do a better job of "selling" their public service programming efforts to the public, press and government.

In a speech before a BMI TV clinic of station managers at the Hotel Biltmore here, Digges said he felt "broadcasters are doing a wonderful job of public service programming and a terrible job of selling that fact to Congress, to the FCC, to other governmental agencies, to public service organizations and to the public."

Broadcasters are not at fault in their programming, he insisted, but in their "follow-up."

NTA Calls Meet on Financing Proposals

A special meeting of stockholders of National Telefilm Associates, Inc., has been called for April 4 to vote on two proposals that will pave the way for a contemplated financing the company plans.

Stockholder approval to increase the authorized common stock from 1,000,000 shares to 2,000,000 shares and to confer conversion rights on any notes or debentures that may be issued, up to the amount of \$8,000,000, "will make an important contribution to the future growth of the company," according to NTA's president, Ely A. Landau. NTA presently has 664,825 shares outstanding.

Landau points out in his letter to stockholders accompanying the proxy statement that "NTA has made outstanding progress since becoming a publicly owned corporation in June 1955." Exhibition contracts written have risen 189 per cent from \$1,505,832 in three months ended October 31, 1955, to \$3,040,783 in the October 1956 quarter, with net income advancing 273%, from \$60,531 to \$225,619.

According to the proxy statement,

ABC-TV Forms New Detroit Sales Division

Formation of a Detroit sales division of the ABC Television Network was announced yesterday by Slocum Chapin, vice-president in charge of sales. William P. Mullen was promoted to sales manager for the Detroit division, effective immediately. He will make his headquarters in New York and report to Chapin.

The ABC television sales organization in other areas is as follows: Eastern division in New York, William C. Gillogly, manager; Central division in Chicago, James W. Beach, ABC vice-president and manager; Western division in Hollywood and San Francisco, Vincent Francis, manager. The position of national program sales manager is held by Eugene Wyatt.

if the sale of the debentures presently under discussion is consummated, substantially all of the net proceeds are expected to be utilized to retire certain short-term indebtedness and to meet certain commitments in connection with the acquisition of motion picture product. Any balance of such proceeds will be added to general funds to provide additional working capital for the company's expanding business.

One Man's TV Views

By Pinky Herman

Pinky Herman is currently on a tour of the West Coast.

DEAN MARTIN has a busy sked to complete this year. He'll star in three motion pictures, one for Hal Wallis and two for MGM, appear as guest on both the "Dinah Shore" and "Bob Hope Shows" TVia NBC and will star in two "Dean Martin" full-hour NBC color shows slated for April and Sept. In between he'll do six weeks of p.a.'s in nite clubs. . . . Everything happens in Hollywood. If it already hasn't, it will. Sam Berns, Larry Jonas and your roving correspondent were taking in the spacious "Television City" and on the stage where Gil Rodin was auditioning new talent for the "Bob Crosby Show," we actually witnessed the following. A man approached popular little Rocky Carr, local songplugger and man-about-Hollywood and holding out his hand said, "Hi Rocky ole boy, how are things?" "Fine, Just fine," answered the pint-sized dynamo with a beaming expression, "but I can't seem to place you. I know that I know you, but I can't seem to remember. Who are you?" "Well," welled the stranger, "you should know me! I'm the fellow who's been sending you your salary checks for the past two months. You've been working for my firm." . . . Albert McCleery has signed Douglass Montgomery to star in "Dr. Jekyll and Mr. Hyde," on NBC Matinee Theatre, March 8.

☆ ☆ ☆

Peggy King and William Bendix are being mentioned for the leads in the Eileen and Robert Mason Pollock story of the music recording industry CBSlated for TVviewing in the Spring. . . . After two successful "Original Amateur Shows" emanating from Hollywood, Ted Mack returns to Gotham for a few weeks sked before again striking out for the hinterlands. . . . Aside to Lawrence Welk; Should give a listen and take a gander at handsome 6-foot ex Air Force vet Dick Morgan who has what it takes to become a strong contender for the Baritone Derby. . . . we'll be home next week (friendly warning.)

Toll-TV Edict

(Continued from page 1)

brief paragraph in his statement the FCC staff members had been working on subscription television and that the documents filed in the proceeding have been "summarized, analyzed and evaluated." The commission had held several meetings on the question. In the last few weeks, he continued, he hoped "to go forward more rapidly and in the near future reach a decision in the proceeding relating to subscription television."

Excise Tax Discussed

Talk at the hearing centered on the possibility of removing the excise tax on all-channel television sets and on the commission's actions and problems in dealing with deintermixture and the development of the UHF band.

The FCC is scheduled to come before the committee again on March 14, but there was no sure indication that the controversial toll TV question would come up at that time, either. Committee sessions must necessarily be short when the Senate is meeting and both the commission and the committee are concerned with settling the allocation problem and the development of the UHF band.

House Committee Contacted

Both McConaughy and committee chairman Magnuson (D., Wash.) stated their strong feeling that removing the excise tax on all-channel receivers would help in the development of the UHF, and both groups have asked the House Ways and Means Committee to remove the tax. Several committee members expressed doubt that the Ways and Means Committee would do so, but Magnuson pointed to the fact that during the last session of Congress the committee had removed the tax on admissions under 90 cents.

Senator Pastore (D., R.I.), declared that "if Congress doesn't remove the tax we can begin to kiss the UHF band goodbye," but McConaughy maintained that with "artificial stimulation" from the government, production of UHF sets and the development of the UHF band would be accomplished.

Film-Library Purchase Vital

In a statement filed with the committee, FCC commissioner T. A. M. Craven singled out as one of the problems now faced by the television industry the purchase of motion picture film libraries by TV stations.

"Undoubtedly, television has had an impact upon the motion picture industry which is seeking to find an outlet for its productions," Craven said. "In this connection that industry now arranging with television station film package deals which, if continued along present lines, will gradually eat away the time normally allocated for timely information and live event. Moreover, because they are financially more attractive, these package deals tend to draw stations away from network affiliations." He pointed out that this statement did not refer to subscription television.

VIEW:

Chain of Evidence

Died Artists

"Wild Bill" Elliott, late of the wide-open-spaces melodramas, is characteristically grim-lipped and replete as a police lieutenant in this modern-day murder tale produced by Elia Schwalb.

Paul Landres has directed with professional proficiency from a script credited to Ellwood Ullman. Essentially a humanitarian beneath the indignity of his workaday office, Elliott assists James Lydon on the precarious path of rehabilitation, following the latter's prison term for a police-hall assault on Timothy Carey. A handsome Claudia Barrett was the object of Carey's insult and from then on Lydon gets into one kettle of hot water after another, including a murder rap. However, "Wild Bill" rides to the rescue—in an automobile, rather than on a trusty steed as in the past, and sees to it that the blame is pinned on the proper persons.

The Ullman script, striving for the anticipated happy ending, has Lydon undergoing medical treatment which in time permits him to face a bright future with Miss Barrett.

Running time, 64 minutes. General Classification. Release, in December.

A. M. W.

Odd Yields to WGA

(Continued from page 1)

The film title and in billing, and an agreement by the guild to withhold legal action against the producer, which had been instituted in New York.

The guild had credited the script to James Poe, John Farrow and S. J. Peeman. Todd had credited it to Peeman alone. By today's agreement Todd is pledged to change the writing credits on the screen and in paid advertising and publicity.

Todd said in part, "I have tried to be most cooperative with all guilds and unions, and would not want to in any way to create a precedent which would tear down standards."

Edmund H. North, president of the New York branch of the guild, said, "As a newcomer to the motion picture industry, Todd was unwilling to accept the fact that the guild is empowered, by custom and by contract, to adjudicate writing credits. We are pleased that he has come to realize his error and that he is prepared to make suitable restitution."

Would Repeal Tenn. Law Affecting Sunday Films

Special to THE DAILY

MEMPHIS, March 5. — Memphis would lose \$35,000 to \$40,000 a year by ceasing to use for the Welfare Department and collecting from theatres under a bill just introduced in the Tennessee legislature.

When Sunday shows were legalized in Tennessee, it was done under a loophole law provided the shows were "for charitable purposes." As a



M. P. DAILY

COFFEE, cakes, and an announcement: Continental president Frank Kassler at the Warwick Hotel press conference yesterday morning.

Foreign Films

(Continued from page 1)

Candido,' which is scheduled to go before the cameras here within six months, and have concluded a co-production deal in England for a picture which will be completed within three months. Further, we have option rights on two original screen plays."

The film executive said that the "variety and quality" of the six European films Continental acquired places "us in the position of being the leading independent distributor in the U. S. today. We plan to release one new film every eight weeks and are in a position to offer exhibitors throughout the country a complete product program."

None Going to TV

"I would like to emphasize that our arrangements with producers preclude the possibility of any film being released to television in competition with exhibitors. Recently many films have been sold to exhibitors with the understanding that they would not be shown on television for at least one year. This has not, unfortunately, always been the case. In many instances films have been shown on television within weeks of their local showings. We are in a position to guarantee that this will not happen with Continental releases, and flatly state that exhibitors and patrons will be amply protected in that area." Kassler said that Continental has seven-year rights to the pictures.

He concluded by stating that Continental is now completing its basic sales structure of establishing 12 selling offices throughout the country so that "we can distribute a film so that it will earn its maximum potential gross with a minimum distribution cost—thereby returning for the producer the greatest amount in dollars."

result Memphis has collected \$75 a week from first runs and on a sliding scale down to \$10 a week from neighborhoods for the welfare funds because they operate on Sunday.

The collections were not legally a tax and the new State law would repeal the "collections" and let the Sunday movies continue without penalty.

Tax Relief

(Continued from page 1)

some GOP members of the House Ways and Means Committee. The recommendations go far beyond those of the recent Cabinet Committee on Small Business.

One of the most important items would permit small businesses—those earning \$150,000 or less a year—to deduct from their taxable income money spent on expansion, modernization and improvement. Another would cut from 52 per cent to 20 per cent the tax rate on corporations earning under \$150,000 a year. Other provisions would give more liberal loss treatment on investments in small firms; ease the estate tax treatment of estates consisting mainly of small businesses; permit small firms to decide periodically whether to be taxed as an individual proprietorship, corporation or partnership; and permit small firms to depreciate more quickly money spent to acquire used equipment.

'Stranger' Bow Set

An invitational premiere of "The Young Stranger," to be sponsored by Helen Hayes, will be held at the Guild Theatre here on Sunday night, April 7. The film, an RKO picture released by Universal-International, will begin regular showings at the theatre the following day.

TENT TALK

Variety Club News

PITTSBURGH — Dominic Navarro, Pittsburgh contractor, was awarded Tent Number One's Variety Club plaque for his civic and charitable contributions during the club's annual banquet recently in the Ankara. The affair honored outgoing chief barker Ray Scott and incoming chief barker Harry Kodinsky. Another "daughter," Catherine Variety, the eighth girl in Club history, was adopted recently from the Roselia Foundling Home, a Variety Club beneficiary.

△

DALLAS — James O. Cherry has been re-elected to serve as president of Boys' Ranch, principal charity of Dallas' Tent 17. Other officers elected to guide this main philanthropy of the Dallas group are: first vice-president, Wilbur Marshall; second vice-president, Henry Watson; secretary, Richard White and treasurer, George Meyer. Serving as board of directors are: Norman Alweis, Joe Caffo, J. H. Elder, Ed Gall, Robert Hall, Arthur Hughes, Morris Levine, R. J. O'Donnell, Meyer Rachofsky, Clyde Rembert, Albert Reynolds, John Rowley Jr., Bill Slaughter and Edwin Tobolowsky.

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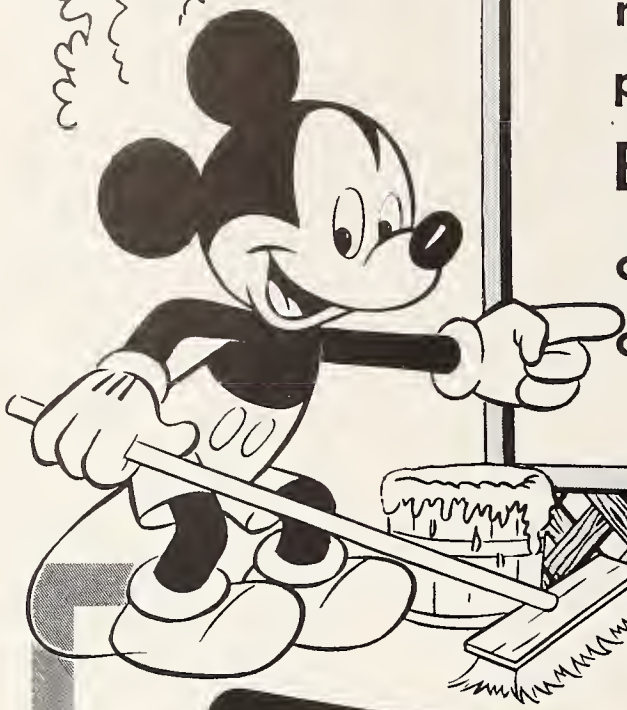
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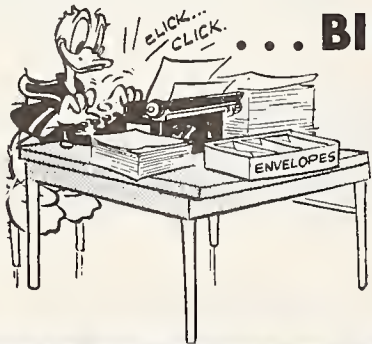
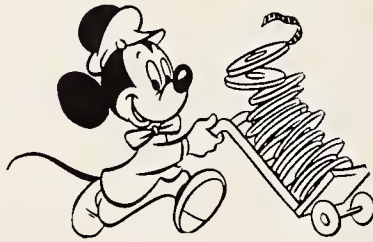
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NEW YORK, U.S.A., THURSDAY, MARCH 7, 1957

TEN CENTS

20th-Fox

ays Business n England, urope High

rnfield Optimistic Future Outlook

By LESTER DINOFF

twentieth Century-Fox's business in the British Isles and Continental Europe in 1957 will exceed the \$30,000 gross the company attained in that territory last year, according to Albert Cornfield, managing director for 20th Century-Fox International Corp. European division and supervisor of England.

Cornfield, who recently arrived in New York for home office conferences and a brief visit to California, was very optimistic and confident of the

(Continued on page 6)

weepstakes Popular the Seattle Area

erty theatres in the Seattle exchange area are participating in the Academy Award Sweepstakes, which is going along very well, C. L. Robinson, exchange area chairman, reported yesterday to Robert W. Boone, special counsel for COMPO.

of the theatres, Robinett said, are

(Continued on page 2)

Y.C. Tax Cut Bill en Dead for 1957

Special to THE DAILY

LBANY, March 6—Failure to get a home rule message from the governor administration has stymied his legislative session the Calla-Periconi bill, which would exempt from the New York City five cent admission tax, tickets costing 99 cents or less. Assemblyman

(Continued on page 2)

television Today

Page
6

Truckers Eye Non-film Item

Special to THE DAILY

COLUMBUS, March 6 — Most Ohio film delivery firms may soon engage in the trucking of bread, magazines, newspapers and various perishables to help overcome rising costs and a reduction in the number of calls, it was stated today at a statewide meeting of film delivery firms, exhibitors and bookers. The meeting was called by Horace Adams,

(Continued on page 6)

Unit Works Further on Code Appeal Revisions

The self regulation committee of the Motion Picture Association of America met here yesterday to discuss further and work on its recommendations to revise the makeup of the appeals board of the Production Code Administration.

The MPAA reported that no decisions have been reached, but said that there has been some progress. Attending the meeting were Ken Clark, Sidney Schreiber, Paul Quinn, Robert Rubin and Ray Bell, the subcommittee of the Self Regulation group.

Hecht-Hill-Lancaster, Guild Settle Dispute

From THE DAILY Bureau

HOLLYWOOD, March 6—Hecht-Hill-Lancaster and Writers Guild, West, jointly announced today the settlement of their long standing dispute concerning the Guild's authority to decide issues arising from disagreements between an employer and writer concerning contract fulfillment. The dispute arose from HHL's refusal to pay John Van Druten the stipulated price for a script written under a contract which the company felt the writer had not fulfilled in good faith, and from Van Druten's resort to the courts in consequence.

Harold Hecht, president of HHL, said in statement today he has signed a regular Writers Guild basic agreement contract and also a supplemental agreement to the effect that, in case similar situations arise in the future, HHL will turn over to the Guild any payments withheld from the writer, and accept the Guild's ruling in the case.

Joint Business Committee Meets Here Next Wednesday

A dinner meeting of the joint industry business - building committee will be held Wednesday night, March 13, at the Hotel Sheraton-Astor here. A call for the meeting was issued yesterday by Harry Mandel, chairman of the COMPO press relations committee.

Mandel said the meeting would take up the report of the operating committee which has been considering the various proposals made for the industry's business-building program and decide on steps needed to put the program into effect.

Wood New President Of Sound Masters, Inc.

Francis Carter "Bob" Wood, Jr., one of the founders of Sound Masters, Inc., leading producers here of industrial, government and television films, has been elected president of the company. He succeeds Harold E. Wondsel, who has resigned, effective immediately, after 20 years in the post.

Wondsel, who was also one of founders of Sound Masters, has announced plans to open his own film production organizations within two weeks. He is

(Continued on page 2)



Francis C. Wood

Lux Film To Distribute AA Product in Italy

Allied Artists International Corp. has closed a long-term agreement with Lux Film of Rome for the distribution of Allied Artists product in Italy, it was jointly announced yesterday by Dr. Renato Gualino, managing director of Lux, in Rome, and Norton V. Ritchey, president of AA International in New York.

Negotiations were concluded this week and the contract signed in Rome by Dr. Gualino and Edwin J. Smith,

(Continued on page 6)

TOA Head

Tells Showmen Harder Work Will Cure B.O.

'Distributors Cooperating But Can't Do Job Alone'

Special to THE DAILY

SPRINGFIELD, Ill., March 6.—A current tendency among some distributors to make film rental adjustments in favor of hard-pressed small town exhibitors should be accompanied by extra efforts on the part of the exhibitor to win increased attendance and bigger returns at his boxoffice.

Such was the message given by Ernest G. Stellings, president of Theatre Owners of America, to the joint convention of United Theatre Owners of Illinois and the Missouri - Illinois

(Continued on page 2)

Remove Limit on Old Films Sold in Denmark

The board of directors of the Motion Picture Export Association has removed its limitations on the sale of old American product to Danish exhibitors, according to an official of the MPEA.

The directors, who met here earlier

(Continued on page 2)

Formosa License Division Agreement Is Reached

The member companies of the Motion Picture Export Association have reached agreement on the division of 277 licenses in Formosa under the global formula for the year beginning July 1, 1956 and ending June 30, 1957, according to an MPEA official.

Under the plan, Columbia has 36 licenses, Loew's, 46, Paramount, 29, RKO Radio Pictures, 21, Republic, 18, 20th Century-Fox, 38, United Artists, 25, Universal, 31, and Warner Bros. 33.

Previously, Columbia had 37, Loew's, 47, Paramount, 28, RKO, 22, Republic, 17, 20th-Fox, 37, UA, 25, Universal, 32, and Warner Bros. 32.

PERSONAL MENTION

KENNETH CLARK, vice-president of Motion Picture Association of America, returned to Washington yesterday from New York.

TONY REDDIN, Paramount International's manager of theatres and publicity in England, will return to London from New York on Saturday.

OREST J. FOREST, formerly manager of the Westrex Corp. Trinidad branch and recently named manager of the Cuba office of Westrex Co., Caribbean, has arrived in New York from Port-of-Spain.

PETER T. DANA, Universal Pictures Eastern sales manager, is in Detroit today from New York.

JULES LEVEY, producer, will leave here tomorrow for South America.

ALBERT E. SINDLINGER, business analyst, has arrived in Oklahoma City from Springfield, Ill.

ROLFE WHEMTNER, Columbia Production executive, will return to New York today from London via B.O.A.C.

C. L. PATRICK, secretary-treasurer of Martin Theatres of Georgia, has arrived in New York from Columbus, Ga.

MARCEL HELLMAN, producer, will return to Hollywood today from New York.

TED KRASSNER, of Paramount's "The Ten Commandments" sales organization, will return to New York today from Colorado Springs and Fort Wayne.

AL ROOK, owner of Al Rook Film Booking Service, Atlanta, was married there to his secretary, **BETTY WHITMIRE**.

Freda Frewer on Trip

Freda Frewer, executive secretary to Robert Benjamin, chairman of the board of United Artists, will mark her semi-retirement from the motion picture industry, which she entered in 1922, by sailing from New York on the *Queen Elizabeth* on March 29 for a six-month tour of Europe.

The Boxoffice

(Continued from page 1)

Theatres Association at the Leland Hotel here today.

Stellings emphasized that the various branches of the industry—exhibition, distribution and production—are interdependent and that one cannot prosper if the others are in difficulty. He assured the convention the industry's future is as assured as it ever was and that "television can never be strong enough to stop its progress."

He cited industry efforts now in progress to strengthen and improve operations and solve problems for all branches of the industry, such as the renewal of conciliation and arbitration talks, the business - building Jubilee program, new public relations efforts and legislative activities. These, Stellings said, demonstrate the cooperative attitude which now prevails.

Sees Supply Best Since '52

He said he believes 1957 will see the release of "more good pictures than we have had at least since 1952."

In addition, Stellings said, "Three major distributors, one of whom has made a public statement, and the other two who have specifically requested that I not name them, have agreed to sell pictures nationally designated at 50 per cent to small town theatres at a flat rental price. This rental is not to be 50 per cent of the anticipated gross of the picture, but is to be a rental far more favorable to the exhibitor in the hope he will make a good profit on these bigger pictures."

(Recently, 20th Century-Fox announced a policy of extending all possible help to prevent distressed theatres from closing and to encourage the reopening of some that have closed.—Ed. note.)

Praises Distribution

"You can expect from distribution," Stellings said, "a more considerate and favorable attitude toward your problems in the area of assistance in film rentals" for small town theatres.

"However," he continued, "do not expect distribution to do the entire job. You, yourselves, must go to work. You must reduce your operating cost to a minimum, you must make an effort to sell your theatre and your pictures in order to bring in an increased return to the boxoffice. It is necessary that we in exhibition produce sufficient results at the boxoffice to give us a profit and at the same time provide distribution and production with money to be used in giving us more good pictures."

"Practically all of TOA's program is based upon first convincing distribution that we want to cooperate with them for the good of the entire industry. I believe that as of today the attitude which exists among all seg-

'Work Harder,' Stellings Tells Midwest Showmen

Special to THE DAILY

SPRINGFIELD, Ill., March 6—A reminder to exhibitors that distribution should not be expected to do the entire job of rescuing distressed theatres was voiced by Ernest G. Stellings, Theatre Owners of America president, at the joint convention here today of United Theatre Owners of Illinois and the Missouri-Illinois Association.

"You yourselves must go to work to bring in an increased return at the boxoffice," Stellings said, "Exhibition must produce sufficient results to give us a profit and provide distribution and production with money to be used in giving us more good pictures."

Wood Named

(Continued from page 1)

presently completing arrangements to acquire studio facilities in midtown New York.

Wood, a veteran film maker, has been vice-president in charge of production for Sound Masters since 1937 when, with W. French, Githens and Woodsel, he founded the company. Githens remains as chairman of the board.

For five years prior to 1949, the three partners also operated Newsreel Theatres, Inc., including the Embassy Newsreel Theatres, for which Wood was producer of special news features.

N.Y.C. Tax Cut Bill

(Continued from page 1)

Parnell J. Callahan, Bronx Republican, said today he would reintroduce the measure next year and expected more favorable results then.

It is designed to lighten the tax load for large families who primarily patronize neighborhood theatres, Callahan explained.

"Our business is at the highest level it has been in many months. We must realize that production and distribution have their problems also," Stellings said.

"We must get every dollar we can from every picture we play in order that production and distribution may have their rightful share of that money for their profit for investment in future pictures. We must retain enough," he continued, "not only for a profit but also to maintain a good condition and appearance for our theatres. In turn, production and distribution cannot have more than their share if the proper balances between the various elements of our business are to do their best job."

Sweepstakes

(Continued from page 1)

tied in with the newspapers, and number of them have promoted merchandise for prizes.

The Hamrick theatres have promoted approximately \$1,000 worth of merchandise as prizes in their Tacoma theatres, and another \$800 for the Seattle houses. Joe Rosenfield, operating a small Seattle theatre, personally has put up \$500 in savings bonds as prizes for patrons of his theatre.

Small and Large Communities Join New England Sweeps Drive

BOSTON, March 6—Plans are completed for the New England participation in the Academy Award Sweepstakes, with more than 25 theatres, ranging from the smallest towns to the show palaces of the big cities, joining the promotion. The committee of Paul Levi, Jack Sauer and Karl Fasick have acquired grand prize of a new Swedish car valued at \$2,100, a Volvo two-door sedan, to be given away to the winner.

Boston newspapers are lending full support to the project.

The announcement will break tomorrow's dailies and will continue with follow-up stories each day until Mar. 26. Three newspapers will use a major feature complete with pictures of the nominees and reproductions of the ballots.

Films in Denmark

(Continued from page 1)

lier this week, agreed to do away with their self-imposed three-picture limit on sales of old product. New product will be sold in Denmark commencing July 1.

The MPEA officials also discussed the Philippines situation and heard a report on the activities there of overseas representative Leo Hochster, who had been conferring in Manila with top Philippine government leaders. The board sent him new instructions on his negotiations.

Other matters which were taken up at the MPEA meeting were the Colombia remittance problem and admission prices in Brazil. The directors were informed that MPEA vice-president Irving Maas will leave here on Sunday for Tokyo and other sections of the Far East.

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... NEWS ROUNDUP

eMille Graduation Speaker

Cecil B. DeMille has accepted an invitation to be the commencement speaker for Brigham Young University, the Mormon church's principal educational institution, at Provo, Utah, on May 31.

A. to Start Six in 3 Months

Six pictures will be placed in production at the Allied Artists studios during April, May and June, according to plans of Walter Mirisch, executive producer. They are "The Victor Story," "New Day at Sun-wn," "Walk Tall," "Death in Small oses," "Beast of Budapest" and "Yellow Knife."

Renovate Huntington House

The Huntington Theatre, Huntington, L. I., currently is undergoing complete renovation, according to Leslie R. Schwartz, president of Century Theatres, who estimates the cost at \$200,000. The work is expected to be completed by the end of March.

Schwalberg Signs Empire

A. W. Schwalberg, president of Artists-Producers Associates, Inc., and Albert R. O'Donnell, president of Empire Pictures Distributing Co., have jointly announced the conclusion of a deal whereby Empire will distribute Artists-Producers Associates' pictures in the Dallas and Oklahoma City territories.

New Warner-LeRoy Pact

Jack L. Warner, president of Warner Brothers, has announced the completion of a new deal with Mervyn LeRoy to produce and direct six more productions for Warner Bros. over a period of six years. The first picture under LeRoy's non-exclusive contract will be "The FBI Story." The new contract becomes effective immediately after LeRoy completes "No Name for Sergeants," currently filming for Warners.

'Big Boodle' to Play Palace

United Artists' "The Big Boodle," starring Errol Flynn, will open at the CO Palace Theatre here on Monday.

Commandments' Sets Record

A new all-time record for length of run of a motion picture in a Hollywood theatre will be established today, when Cecil B. DeMille's "The Ten Commandments" starts the 17th week of its exclusive engagement at the Stanley Warner Beverly Hills Theatre.

Walter Reade Launches New Attendance Drive

Walter Reade Theatres plans an attendance drive with more than \$1,000 in cash prizes to be awarded. The drive, which will run through May 15, will be based on the percentage attendance increase in each theatre for a comparable period in 1956. In effect, each manager in the almost forty theatres comprising the circuit will be competing with himself.

Sees 'Primary Job'

In making the announcement, circuit president Walter Reade, Jr. stated: "Increasing attendance at our theatres is the primary job for every exhibitor. Despite the tremendous population growth of the country, attendance figures for the past several years have been decreasing. This downward trend must be arrested and reversed."

Charities Committee Elects Davies, Cooper

HOLLYWOOD, March 6 — The Permanent Charities Committee today elected Valentine Davies president for 1957-58 at the annual meeting held in the Beverly Hilton Hotel. Carl Cooper was elected vice-president, Hal Roach, Jr., secretary and George Slaff treasurer.

Retiring president Lawrence Wein- garten announced that an increase over last year's 22,399 subscriptions, for a total of \$1,189,075, has been received so far in the present campaign.

U.A. and Actors Guild Resume Talks Today

HOLLYWOOD, March 6 — Arthur Krim, president of United Artists, and Robert Benjamin, chairman of the board, will resume talks here tomorrow morning with the Screen Actors Guild on terms for payments to actors in post-1948 pictures released to television. Discussions with the Screen Writers Guild are scheduled for tomorrow afternoon.

Menzies Services Today

HOLLYWOOD, March 6 — Private funeral services will be held at Forest Lawn tomorrow for William Cameron Menzies, production executive, who died Monday. Menzies, whose last work was as associate producer of "Around The World in 80 Days," was the first winner of the Academy Award for art direction in 1928.

Menzies is survived by his wife, his mother, a brother and two daughters.

Decca Dividend 25¢

Directors of Decca Records, Inc., yesterday declared a regular quarterly dividend of 25 cents per share on the company's capital stock payable March 29, 1957, to stockholders of record March 18.

Set Columbus Vote on Daylight Saving Time

Special to THE DAILY

COLUMBUS, O., March 6 — City Council has voted unanimously to place the question of daylight saving time before the voters at the May 7 primary in approving a charter amendment to that effect. A week ago councilmen approved an ordinance calling for "fast time" from April 28 to Sept. 29.

Robert Wile, secretary of the Independent Theatre Owners, is directing a campaign to obtain enough names on a petition calling for a referendum on the ordinance. If he is successful the ordinance will be nullified. If the voters approve the charter amendment, daylight saving will go into effect May 12.

France Honors Golden

WASHINGTON, March 6.—Nathan D. Golden, director of the Commerce Department's motion picture division, has been awarded the "Cross of Chevalier" in the French Order of the Legion of Honor, the French Ministry of Foreign Affairs announced today.

The award was made to Golden for his "outstanding services in promoting cultural relations between France and the United States through the promotion of the principles of two-way trade between the American and French motion picture industries."

Sees European Field for Japan

Special to THE DAILY

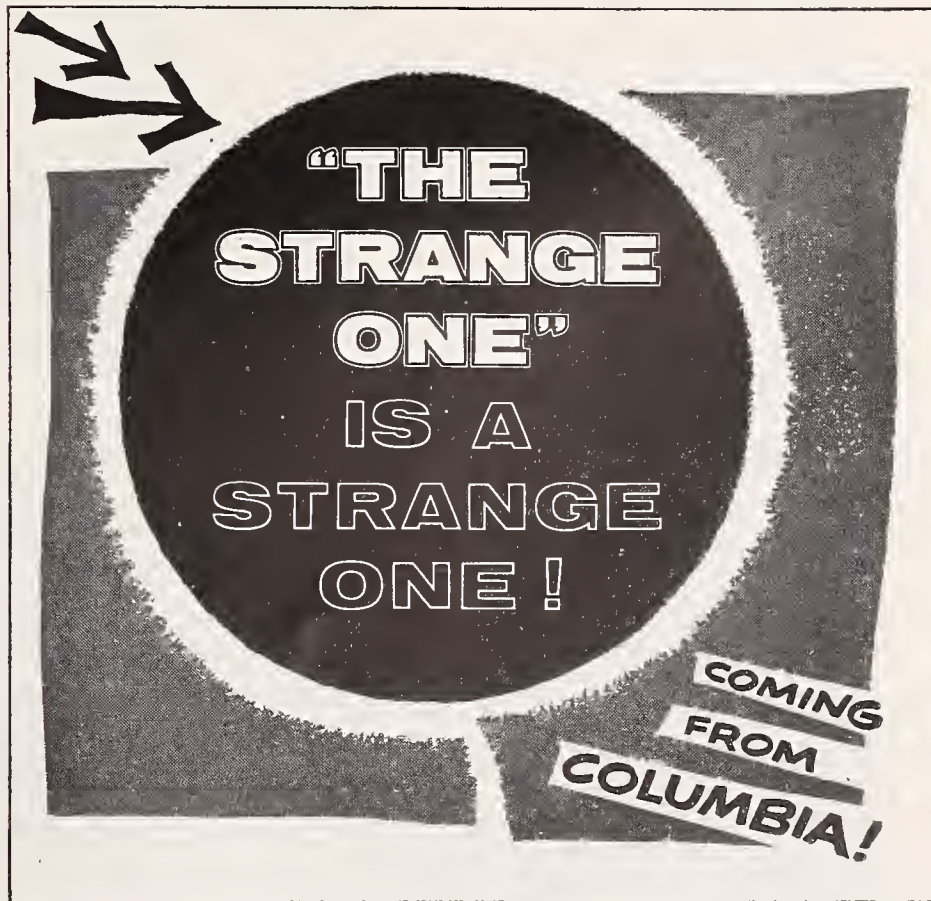
TOKYO, March 6.—Hiroshi Okawa, president of Japan's Toei Studio, back here from the Japanese Film Week in New York and a tour of Europe, says that Japanese producers would do better to emphasize exports to Europe rather than the U.S. as the former place "looks more promising."

Okawa made arrangements while in France to import the FranceScope wide screen process to Japan.

Meanwhile, Japanese producers are considering making the Japanese Film Week in the U.S. an annual affair. The six major studios are considering more exploitation of the American market by using American professionals for making English titles or dubbing in English, which they feel is necessary if a solid U.S. market is to be realized.

N.O. Theatre Burned

NEW ORLEANS, March 6—The Imperial Theatre here has been destroyed by fire. Damage was estimated at \$100,000. The building and its contents were only partially insured. Rene Brunet Jr. owns and operates the theatre with his mother, Mrs. Rene Brunet.





Love me...love my dog!

Romance for everyone on the wide wide-screen

Dreams come true for everyone . . . when the neighborhood show goes on! There—free from the cares of home—dad's a hero; mother's everything she'd like to be. Big screens, new technics, help do this to people.

With all this has come new problems of production, processing and projection—problems which the Eastman Technical Service for Motion Pictures is daily helping the industry to solve. Inquiries invited.



Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N. Y.
Branches at strategic centers

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
130 E. Randolph Drive
Chicago 1, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

Sees Overseas Business Good

(Continued from page 1)

outlook for his company during this year.

"The excellent product we are putting into release and the films which are forthcoming are the basis for our healthy and bright situation in the British Isles and Continental Europe," Cornfield said. He pointed to the success "Anastasia" is currently enjoying in his territory as an example of the calibre of product which will enable 20th-Fox in 1957 to surpass its 1956 gross figures.

"Anastasia" has received a warm reception and is shaping up as the biggest grosser which 20th-Fox will have in my territory during the past

eight years," he said. Cornfield stated that "Anastasia" grosses thus far have been ahead of "The King and I" in a number of instances.

The foreign executive, commenting on general industry conditions, said business has been good for all. Television has made some inroads in Great Britain and in Italy, but in the latter country, exhibitors have started to install television sets in their theatres "as a lure" to secure patronage on nights when popular TV shows are presented.

Cornfield said that his present plans call for his return to Europe on April 1.

Ohio Truckers

(Continued from page 1)

president of Independent Theatre Owners of Ohio, who presided at the session.

Several firms have obtained permission from the Public Utilities Commission of Ohio to engage in the delivery of non-film items. ITO offered to aid other firms to obtain permission to carry non-film deliveries.

The possible closing of Cleveland's central film shipping depot would work an additional hardship. Some firms have cut the number of weekly trips from six to four.

Firms represented at the meeting were: Andrew Tweed, Film Deliveries, Inc., Columbus; Thomas Larkin, St. Mary's; Ethra Walker, Lancaster; L. C. Gross, Cleveland; George Thomas, Albrecht Film Service, Cleveland; E. F. Albright, Theatre Transport Co., Toledo; Ed Johnson, Cleveland, and Jack Cavanaugh, Columbus-Cincinnati Trucking Co.

Fine Succeeds Adams

The I.T.O. board elected Marshall Fine, Cleveland, national director to represent Ohio on the Allied national board. Fine replaces Adams, already a board member, since he is national treasurer. Louis Wiethe, Cincinnati, was chosen alternate national director.

The board approved resolutions passed at the Allied national convention; regarding a top-level conference, arbitration, inelastic national sales policies, print shortage, clearance of theatres over television, production of pictures by affiliated circuits and the resolution on film haulers, exhibitors and bookers.

Lux Will Distribute

(Continued from page 1)

Jr., AA International vice-president in charge of European operations.

The pact, which goes into effect immediately, gives the Italian organization exclusive rights to AA's current and forthcoming product for which no other Italian distribution deals have been made. Lux Film maintains one of the largest distribution organizations in Italy.

REVIEWS:

The Shadow on the Window

Columbia

A compact little thriller has been fashioned here by director William Asher and writers Leo Townsend and David P. Harmon. Jonie Taps was producer. A woman has been employed by an eccentric miser at his home and when some young hoodlums attempt to rob him, he is killed. She is held captive and her young son has seen the entire proceedings outside through the window. The experience puts him in a state of shock and he is found wandering the city.

His father is a detective and although the youngster is unable to talk, the police department starts a meticulous and often frustrating search for his mother on a minimum of clues. Meanwhile, she is having quite a time trying to prevent getting shot by the intruders. The brains of the gang leaves to pick up a gun and a car and while he is there, the police come, having traced him. He is killed while fleeing but another clue brings them to the wife just as she is about to be shot by one of the boys.

The cast contributes solid performances. Betty Garrett, forsaking musical comedy, is fine in the comparatively small role of the mother. Phil Carey plays the husband and Jerry Mathers their son. The trio of delinquents includes John Barrymore, Jr., Corey Allen and Gerald Sarracini. Running time, 73 minutes. General classification. Release, in March.

JAY REMER

The Man Who Turned to Stone

Columbia

"The Man Who Turned to Stone" is another in producer Sam Katzman's series of pseudo-science fiction melodramas. This one has stock characters, stock situations and comparatively small inventiveness. It manages to work up a few thrills now and then, but it generally keeps at a pedestrian pace.

The story concerns Victor Jory and his gang, a group of people that have lived for several hundred years by means of some scientific hocus-pocus. As their injections wear off, they

Television Today

Say Educators Ready to Fight for TV Channels

WASHINGTON, March 6.—The nation's educators are ready to fight for preservation of the television channels reserved for educational use, according to the National Education Association's department of audio-visual instruction meeting here. They are also much interested in at least a test of educational subscription television.

DAVI voted two resolutions, one of opposition to any moves to delete educational TV resolutions and the other covering educational subscription TV. DAVI vowed to fight before the FCC for continuation of the educational reservations. Charles F. Schuller, vice-president of the organization, said "we do not feel that education, by and large, has had the opportunity it needs to effectively experiment with and find out how best to make a go of television."

He said that "money problems have held back the activation of these channels as much as anything else." FCC Commissioner T. A. M. Craven has proposed wiping out the entire TV table of allocations, but he did explain that he would have the educators in the markets involved explain what their plans are with respect to TV before turning over the channels to commercial interests. Craven said further that when UHF is established, educators could use those channels.

The Pay-TV resolution urged merely "the need for experimentation" to see whether that system might make more educational outlets possible.

gradually turn to stone but another shot returns them to the land of flesh and blood. Jory's crew is currently running a prison for women and using the young girls as the sources of their needed serum. When too many of them die from "natural causes" a state doctor starts to investigate the situation.

He gets some help from one of the inmates, doomed to be one of the victims, and from one of Jory's gang, doomed to be turned to stone as they no longer find him useful. There's a chase between the hero and a hulking mute henchman; the capture of the hero's sweetheart and her almost near-liquidation, and the eventual destruction of all these ancient adult delinquents.

The picture was directed by Leslie Kardos and written by Raymond T. Marcus. Running time, 91 minutes. General classification. For March release.

J. R.

The High Terrace

Allied Artists

With admirable British disregard of the conventional introduction, sub-plotting and resolvment in relating a murder mystery, this Cipa Production, starring American Dale Robertson and a predominantly British cast,

Affiliate Group Lauds NBC's Program Effort

The NBC Television Affiliates Executive Committee has announced adoption of a resolution unanimously endorsing "the vigorous and creative efforts of the Television Network in the planning of fall and future programming." Announcement of resolution was made by Walter Damm, vice-president and general manager of WTMJ-TV, Milwaukee, and chairman of the NBC-TV Affiliates Executive Committee.

Adult Western on NB

"Wagon Train," a new weekly hour adult Western series, will be over the NBC Television Network Wednesday night, Sept. 11, it is announced by Emanuel Sacks, vice-president, NBC-TV Network Programs. The filmed series will feature Ward Bond in the lead role.

McCleery Renews Deal

Albert McCleery and the National Broadcasting Co. have agreed to a five-year renewal of the producer-director's contract. The new pact takes effect Aug. 18 upon expiration of McCleery's current four-year contract.

Gets NCAA Rights

The National Broadcasting Co. has been awarded the rights to telecast National Collegiate Athletic Association football schedule during the 1957 season for the sixth item in several years.

is very briskly-paced entertainment. Successful New York playwright Robertson comes to London to complete and launch series of tryouts a new play, "The High Terrace." Going with an agent friend to another attraction's opening night, he is visibly impressed with Lois Maxwell's emoting quality and calls on the young lady after curtain time. Lois Maxwell tells him she is suspected of a murder, that of her impresario, Eric Pohlman.

Robertson, aided and abetted by the agent, starts putting two and two together and rules the murderer's garb rightfully belongs to Pohlman's embittered spouse. He learns that the wife has been secretly in love with Miss Maxwell's leading man. The agent, meanwhile, forwards specific questions to Australian friends who had handled Pohlman's wife and the leading male player on hinterland tours in the Down Under country. In a sudden switch, Miss Maxwell is revealed as the killer.

The Alfred Shaughnessy-Régina Hudis screenplay is first-rate, and direction by Robert S. Baker and production by Henry Cass deserves accolades, too.

Running time, 70 minutes. General classification. Release, in December.

A. M. V.

MOTION PICTURE DAILY

Concise
and
to the
Point



81, NO. 46

NEW YORK, U.S.A., FRIDAY, MARCH 8, 1957

TEN CENTS

Annual FAME

Achievement Award Goes to Goldenson

Honors Him for 'Shaping
Entertainment Future'

The FAME Achievement Award, given annually to persons making a notable contribution to the advancement of the motion picture industry, was presented this year to Leonard Goldenson, president of American Broadcasting Company. The award is presented in the annual issue of FAME magazine published last week by Quigley Publications. The citation calls Goldenson a symbol of the type of executive who is shaping the future of the industry. (Continued on page 5)



L. H. Goldenson

Three UA Appointments in L. A. and Far East

Three key appointments involving positions of United Artists in Latin America and the Far East were announced yesterday by Arnold M. Goltz, vice-president in charge of foreign distribution. Goltz, formerly manager in Mexico, has been promoted to the position of special representative in Mexico and will function as the company's liaison with its distributor in the territory. United Artists de Mexico, S.A. Goltz has been appointed. (Continued on page 4)

Television Today

Page
5

State Report Hits Film Ads

Special to THE DAILY

ALBANY, Mar. 7—A criticism of motion picture advertising, made in an annual report to the legislature from the committee named to study the publishing and dissemination of objectionable and obscene material, was coupled with a suggestion that enforcement officials "might well give consideration to prosecution un- (Continued on page 4)

Legal Points Involved In Toll-TV Are Cited

By J. A. OTTEN

WASHINGTON, March 7 — Federal Communications Commission chairman McConaughy again emphasized to Congress the "substantial legal and policy questions" involved in any FCC decision on subscription television.

"We'll come to a conclusion as (Continued on page 5)

Tacit Approval Given Business Building Plan

The advertising and publicity directors committee of the Motion Picture Association of America yesterday gave tacit approval to the joint industry business building report in preparation for next week's meeting with Council of Motion Picture Organiza- (Continued on page 5)

EDITORIAL

Better Trade Relations

By Sherwin Kane

HOW long has it been since a national exhibitor leader has taken the floor at a theatre owners convention to remind exhibitors that production and distribution cannot be expected to shoulder all of the problems of the industry—exhibition's included—and that the times call for extra effort on the part of the exhibitor?

How long has it been since a theatre owners' convention was reminded that exhibition must try to produce boxoffice income sufficient not only to return the exhibitor a profit on his investment but also enough to return distribution and production a profit on the engagement in order that they may continue supplying product of good quality?

That is what Ernest Stellings, new president of Theatre Owners of (Continued on page 3)

'Could Counter Toll TV,' Says Griffing

Urges Theatre Owners To Back 'Telemovies'

Tells Oklahoma Convention System Is 'Next Logical Extension of Exhibition'

Special to THE DAILY

OKLAHOMA CITY, Okla., March 7—"Telemovies," the system whereby new motion pictures are to be wired directly from a local studio to home television sets, are "a part of the motion picture business" and "nothing more than a new method of merchandising the industry's product," Henry Griffing, president of Video Independent Theatres, Inc., said here today. He spoke at the second annual convention of the United Theatre Owners of Oklahoma, which ended here today. The telemovies system is to have its first test in Bartlesville, Okla., in May.

Hits 'Misconceptions' On 'Friendly Persuasion'

Up to date figures indicate that "Friendly Persuasion" will have a net gross in the U. S. and Canada of \$5,000,000, Steve Broidy, president of Allied Artists Pictures, told division managers currently holding a series of regional sales meetings across the nation in a telegram.

Broidy, in asserting, that the film will be a commercial success, told his sales heads that (Continued on page 4)



Steve Broidy

Griffing said there is a "mistaken idea" in trade circles that "TM" is a form of subscription television. "We are still in the motion picture business," he said. "This is not toll TV but TM—telemovies made by motion picture producers and shown by motion picture exhibitors." He then urged that exhibitors take part in the development of "TM"—which he (Continued on page 4)

Thompson UTOO Head; McKenna Is Chairman

Special to THE DAILY

OKLAHOMA CITY, March 7.—Richard R. O. Thompson, of Thompson Theatres here, today was elected president of United Theatre Owners of Oklahoma at the close of its annual convention. Approximately 400 delegates attended.

Elected regional vice-presidents were: Henry Simpson, Bristow; John- (Continued on page 4)

Press Urged by Compo To Cash in on 'Sweeps'

The Academy Award Sweepstakes forms the theme of the 74th in the series of advertisements in "Editor & Publisher" under the signature of the Council of Motion Picture Organizations. The March 9 issue will be on the stands today.

After pointing out that 3,000 film (Continued on page 5)

PERSONAL MENTION

WOLFE COHEN, president of Warner Brothers International, will return to New York over the weekend from a Far Eastern trip.

HAL MAKELIM has arrived in New York from Hollywood to deliver a print of "Valerie" to United Artists.

SOL C. SIEGEL, M-G-M independent producer, has arrived in New York from the Coast.

GEORGE ORNSTEIN, United Artists special representative in Spain, has arrived in New York from Barcelona.

LEWIS BLUMBERG, producer of United Artists' "The Big Boodle," is in Atlanta from Hollywood.

KIRK DOUGLAS will arrive in New York tomorrow en route to Munich.

GRIFFITH JOHNSON, vice-president of Motion Picture Export Association, left New York yesterday for Washington.

CYRUS I. HARVEY, Jr., treasurer of Janus Films, and **BRYANT N. HALIDAY**, secretary, will leave here next week on an extended tour of the country.

HANK FINE, advertising and publicity representative for **SOL LESSER**, will return to the Coast tomorrow from New York.

BYRON ADAMS, manager for United Artists in Jacksonville, has returned there from Atlanta.

JOE PASTERNAK, producer, arrived in New York yesterday from Washington.

LEONARD KAUFMAN, Paramount home office attorney, will return to New York on Monday from Mexico City.

ARLENE ZIEGLER, 20th Century-Fox home office publicity department secretary, is recuperating at Mt. Sinai Hospital here following surgery.

Bans Teen-Agers Alone

SHREVEPORT, La., March 7.—An official of the Broadmoor Theatre here said that teen-agers would not be admitted unless they are accompanied by a parent. Charles Williams, manager of the neighborhood theatre, said his order to ban teen-agers was prompted by a disturbance recently.

Name Rank Executive To Odeon Thea. Board

Special to THE DAILY

TORONTO, March 7. — Kenneth Winckles, M.B.E. of London, England, has been appointed to the board of directors of the Odeon Theatres (Canada) Ltd. and Odeon Ltd., it was announced here by Leonard W. Brockington, C.M.G., Q.C., president of the J. Arthur Rank Organization of Canada, Ltd. Winckles is assistant managing director of the Rank organization. He is also a director of a number of other companies within the Rank group which operate in the motion picture business and also in other affiliated industries through the world.

Meantime, the name of the Rank organization engaged in motion picture film distribution in Canada, J. Arthur Rank Film Distributors (Canada) Ltd., has been changed, according to an announcement from the company's head office. In future the company will be known as Rank Film Distributors of Canada Ltd. Purpose of the change is to consolidate the Canadian company into the title form used by companies within the Rank organization, and carrying on the same type or business in all parts of the world.

'Kwai Bridge' Explosion Scheduled for Saturday

Special to THE DAILY

KITULGALA, Ceylon, March 7.—Producer Sam Spiegel announced here today that he had set Saturday as the date for the explosive destruction of the "largest motion picture set ever constructed" — the title structure of "The Bridge on the River Kwai." The culmination of two years of planning and 11 months of actual construction by native crews and elephants, the 400 foot long, 90 foot high bridge of timbers will be blown up as a full scale six car railroad train passes over it.

The scene is the final one of the Columbia release, which has been in production here in the jungle for four months. Writers and photographers representing the major news services of the world will record the event and file on-the-spot news and picture stories.

Boxer Wins Contest

A canine named King, a boxer owned by Mrs. Mildred Lehner, Ridgewood, Queens, won the competition held here yesterday at the Latin Quarter for a dog to appear in Columbia Pictures' "Pal Joey." To qualify the dogs had to eat bagels, lox sour cream and cheese blintzes. King will now go to Hollywood to compete with the local winner there on Steve Allen's television program.

'Colombes et Messieurs' Setting Records in Paris

Samuel Goldwyn's "Blanches Colombes et Vilains Messieurs"—"Guys and Dolls" to you—is reported as setting records in Paris. The Damon Runyon story opened on March 1 at two Parisian theatres, the Colisee and the Marivaux, and started setting records the first day, according to reports received here by M-G-M, which is releasing the film.

Aided by ads featuring drawings by Sine, noted French artist, a long run is indicated.

O'Neil Combined Salary Listed \$94,500 for Year

AKRON, O., March 7.—Thomas F. O'Neil, vice-president of General Tire & Rubber Corp., president of RKO Teleradio Pictures and the Mutual Broadcasting System, received an aggregate remuneration of \$94,500 during the fiscal year ended last Nov. 30, according to a GTR stockholder statement.

The GTR statement, sent out earlier this week, recommends a program which will simplify, consolidate and improve the preferred stock set-up of the company.

O'Neil's remuneration of \$94,500 includes a \$20,000 cash bonus which the company has given him under a policy in which executive and administrative employees are given annual cash bonuses.

Carolina TOA to Meet In Asheville This Year

Special to THE DAILY

CHARLOTTE, N. C., March 7.—For the first time in about a score of years the Theatre Owners Association of North and South Carolina will hold its annual convention in a city other than Charlotte. In a meeting here the association's board of directors selected Asheville's Grove Park Inn as the site for the October 13-15 meeting.

Mrs. Lucielle Price, executive secretary, pointed out that the meeting was being held ahead of the TOA convention for the first time. She said this was done because the TOA session in November would have thrown a Carolina meeting too near Christmas.

DCA Detroit Branch

Distributors Corporation of America will open its eleventh branch office this week in Detroit, it was announced yesterday by Irving Wormser and Arthur Sachson, DCA sales executives. Art Levy, veteran salesman, who formerly worked with United Artists and Columbia, will be branch manager.

SWG Award Go to Thre

Special to THE DAILY

HOLLYWOOD, March 7. — The country's motion picture writers voted in the opinion of their associates were the best American comedy, drama and musical in 1956 were named last night at the ninth annual Screen Writers Guild's awards dinner at the MGM-Rogue here.

In the category of best written American comedy, James Poe, Joe Farrow and S. J. Perelman won their "Around the World in 80 Days." For the screenplay of the best written American drama the award went to Michael Wilson as writer of "Friendly Persuasion." Ernest Lehman was voted writer of the best American musical "The King and I."

The Laurel Award for achievement given annually to the screenwriter who through the years has made outstanding contribution to his industry and profession, and has thus advanced the literature of motion pictures, was given this year to two men, Charles Brackett and Billy Wilder, who for many years wrote as a team although now pursuing individual careers in the industry. This honor is traditionally voted by the executive board of the screenwriters' branch of the Writers Guild of America, West, parent organization of all screen writers and television-radio writers in Hollywood. Brackett and Wilder collaborative efforts include "Sunset Boulevard," "The Lost Weekend," "Five Graves to Cairo," "The Major and the Minor," "Ball of Fire," and "Ninotchka."

Arlene Dahl Sues Col. In 'Wicked' Advertising

Film actress Arlene Dahl has filed one million dollar suit here against Columbia Pictures, charging that advertising and exploitation of its release, "Wicked as They Come," was "obscene, degrading and offensive."

Alleging libel and an invasion of her rights of privacy, Miss Dahl asked damages and an injunction against further use of the advertising, which she contended, was based on composite photographs, partly drawn. Her lawyer, Solomon Granett of New York, who filed the complaint, said he would seek a temporary injunction today.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center
JAMES STEWART
AS CHARLES A. LINDBERGH IN
"THE SPIRIT OF ST. LOUIS"
In CinemaScope and WarnerColor
A Warner Bros. Picture
and SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Ston Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vince Canby, Eastern Editors, Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOLLYWOOD 7-2145; Washington, J. A. Otter, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIRCLE 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; The J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fam Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, \$6 in the Americas and \$12 foreign single copies, 10c.

AB-PT Talks Distribution

AB-PT Pictures, wholly owned subsidiary of American Broadcasting-Paramount Theatres, Inc., has been holding preliminary meetings with a number of distribution companies regarding the release of its product, the first of which will be ready for domestic exhibition in June.

Officials of AB-PT and the picture company, it was reported here yesterday, have already talked with Republic Pictures and United Artists concerning the handling of AB-PT Pictures product, following their exhibition in AB-PT houses.

Preference to AB-PT Houses

AB-PT Pictures, which is planning to produce about six films this year, would release the films first to AB-PT houses, and afterwards would have their selected distributor handle the leasing of the pictures to other circuits and theatres in normal procedures.

Augustus Gardner, 85, Albany Veteran, Dies

Special to THE DAILY

ALBANY, March 7.—Funeral services were held this afternoon for Augustus C. Gardner, 85, who was co-owner of the Pearl, one of Albany's oldest nickelodeons. He died Tuesday morning at his home, a block from the site of the theatre, operated from 1899 to the early 1920's. The deceased and his late brother, John W. Gardner, put the Pearl into operation, after conducting a grocery store for many years.

One of the surviving nephews is William W. Gardner, Jr., owner of the Empire Drive-in, outside this city, and of the Unadilla Drive-in at Unadilla. Rev. Russell S. Gaenzle, pastor of St. John's Lutheran Church officiated at the services.

New Simonelli Post

Charles F. Simonelli, Universal Pictures' eastern manager of advertising, publicity and exploitation, has been elected chairman of the board of directors of Thompson-Starrett Co., Inc., engineering and construction company. He was formerly chairman of the Thompson-Starrett executive committee. Simonelli is also chairman of the managing board of the Bib Corp., Florida citrus canner, and a director of Doroshaw Corp., a private investment company.

Heller Dividends

CHICAGO, March 7.—Directors of Walter E. Heller & Co. have declared regular quarterly dividends of 25 cents a share on common stock, \$1 a share on 4 per cent cumulative preferred, and \$1.37½ a share on the 5½ per cent cumulative preferred stock. All dividends are payable March 31, 1957, to stockholders of record at the close of business March 20.

EDITORIAL

(CONTINUED FROM PAGE 1)

America, told a joint convention of Missouri and Illinois theatre men this week.

Those who will work, Stellings went on, will find in extra effort the solutions to most of their problems and, for all such, the industry holds as great rewards today as ever it did.

Those are not only unfamiliar words to be heard from exhibitor forums, but they are sage ones, as well.

• •

For an idea of just how unfamiliar to industry ears such counsel is, recall for a moment the charged atmosphere which characterized exhibitor-distributor relations a year ago this time.

Years of work on a fully completed industry conciliation-arbitration plan was wasted and abandoned.

Combat lines, distribution's as well as exhibition's, were being drawn in preparation for another round of hearings on the industry's interneecine warfare before the subcommittee of the Senate Select Committee on Small Business.

The testimony of witnesses at the hearings frequently was provocative, replete with charges and countercharges, and with resort to personalities.

One exhibitor witness even told the legislators that relief from the Federal admissions tax, then being sought by COMPO, would be of little significance to theatre owners because distributors would attempt to absorb the benefits in film rental increases. In other words, he was willing to penalize theatre operators to spite distributors.

And it takes no pachyderm's memory to recall how exhibitor convention halls have echoed for years with the refrain that the theatre is entitled to a profit even when the producer makes none.

Stellings' reminder would seem to be that the exhibitor is entitled to a profit in proportion to the effort he has invested in selling each attraction.

• •

It seems needless to note that in such an atmosphere very few exhibitor-distributor problems were resolved or, if they happened to be, remained settled for long. Actually, old problems spawned new ones and new ones multiplied. The industry dissipated time, energy and money in constant bickering until it seemed to many that, rather than seeking a peaceful and constructive coexistence, exhibition and distribution preferred continual strife.

There are new voices in both ranks today and they have a far more pleasing and reassuring sound to listening ears.

Julius Gordon, new president of Allied States, in the brief time since his election has made it clear that he, no less than Stellings, believes that understanding of the other fellow's problems and the need for concessions by both sides, will result in solving far more problems than will reckless charges and constant baiting.

It is unthinkable that distribution will not match these evidences of good will and willingness to cooperate.

If the atmosphere persists, on both sides, the good effects will be felt throughout the entire industry.

More may be accomplished in this area in the next few months, to the benefit of the smallest exhibitor and the most modest picture-maker, than ever could have been hoped for in all the years of bickering just past.

Ptak Dies; was Pioneer Exhibitor in Cleveland

CLEVELAND, March 7. — Funeral services were held here yesterday for Albert E. Ptak, 70, pioneer Cleveland exhibitor and vice-president of the Cleveland Motion Picture Exhibitors Association for 21 years, who died suddenly of a cerebral hemorrhage.

Ptak built and operated the Lyceum Theatre, a neighborhood house, in association with Martin Polcar for many years until 1950 when he sold it to H. E. McManus and associates. Ptak also built and operated the Lorain Drive-In and had an interest in the Lorain

\$15,000 to Thrillarama

PHILADELPHIA, March 7. — Thrillarama grossed \$15,000 for its one-week run at the Fox Theatre here, the management reported. The feature was termed "fair" and "almost up to expectations." The film had only been booked into the Fox for one week.

Tool & Manufacturing Co., Inc.

Surviving are his wife; a son, Wilbur F.; two daughters, Mrs. Ruth Rowlen and Mrs. Doris E. Hower; three sisters, a brother and six grandchildren. Commandery rites were held Monday night.

Brylawski Will Testify In Minimum Wage Hearing

From THE DAILY Bureau

WASHINGTON, March 7 — A. Julian Brylawski is scheduled to testify March 15 in the Senate Labor Committee's minimum wage hearing.

Brylawski said he would represent both Allied States Association and the Theatre Owners of America in his appearance. He is also expected to appear at a later date on the same subjects before the House Labor Committee.

Deny Motion of Majors In N. H. Trust Suits

Special to THE DAILY

BOSTON, March 7.—U. S. District Judge Aloysius J. Connor has denied the motions of eight major distributors, defendants in two different anti-trust actions, for summary judgment or a ruling in advance of trial that the applicable statute of limitations is two years in New Hampshire.

Plaintiffs in the first action are Baruch S. Le Witt and Margaret Glackin, operators of the Arch St. theatre, New Britain, Conn. Plaintiff in the second action is Miriam S. Le Witt, operator of the Strand theatre, Plainville, Conn. They are seeking damages for alleged denial of first run product, excessive clearances, etc.

George Murphy Elected New MPIC President

From THE DAILY Bureau

HOLLYWOOD, March 7. — The Motion Picture Industry Council has elected George Murphy president, to succeed Ronald Reagan, who is retiring from the office, which he held more than a year, due to business pressures.

The group also elected Leon Ames vice-president; Jesse L. Lasky, Jr., secretary, and Merrill Pye, treasurer.

TV Plugs for 'Heaven'

20th Century-Fox has bought time on 309 TV stations to herald "Heaven Knows, Mr. Allison," CinemaScope attraction bowing next Thursday in dual world premiere in New York and Los Angeles. Two special, 5-minute subjects dealing with behind-the-scenes activities at the film's location site in Tobago, British West Indies, and glimpses of the film's two stars, Deborah Kerr and Robert Mitchum, will be shown to audiences in 52 major cities across the country within the next three weeks.

'Bill' Johnson Dies at 41

William "Bill" Johnson, baritone star of several stage musicals and more recently of television programs, died suddenly this week at the age of 41 in Flemington, N. J., where he made his home. He is survived by his wife, the actress-singer Jet MacDonald, and their daughter, Julie.

'Persuasion' Plea Made for 'Telemovies'

REVIEW:

The Quiet Gun

Regal—20th-Fox

Forrest Tucker, Mara Corday, Davis, Kathleen Crowley, Lee Van Cleef and Tom Brown provide billing strength of this hardy item the succession of Regal Films Productions for 20th-Fox release. and large, this item in the Regal compares on level terms with its predecessors, but in its use of triangle formula as a major plot factor it makes of itself a subject special consideration with respect handling.

The screenplay opens with a clash between Van Cleef, a seceder, and Tucker, the local sheriff, and then moves into a treatment a situation in which Tucker, having heard gossip about his friend's (Davis) carrying-on with an Indian girl at his ranch while his wife (Corday) is away, goes to warn him that his wife is returning to town early that afternoon.

Davis tells him he hasn't been getting along well with his wife lately but to tell anybody who speaks of his relationship with the Indian girl that they will have him to do with him. That day the town attorney (stirred up by Van Cleef and Brown you learn later) goes to serve a paper on Davis and is killed by him in act of reaching for a gun.

At that point the plot thread about Van Cleef and his plottings is jettisoned aside for a while, and the town follows the sheriff, who is following the fleeing Davis and the Indian girl into the mountains, and after knowing out the sheriff they hang Davis. Later on Van Cleef, coming upon the Indian girl in the deceased Davis' house, undertakes to have his way with her by force, and she shoots herself fatally in resistance. Still later on the sheriff arrests ringleaders of the lynching, and the townfolk march outside the jail to effect their rescue but are repelled by the sheriff and the town councilmen, whom he has designated deputies. Still later there is a court trial of the lynchers, who get three years in jail, and finally the sheriff, on being informed by the lynched man's widow that Van Cleef and Brown are responsible for the Indian girl's death, shoots it out with them in the main street of the town successfully.

The use of the triangle in Westerns is not, to be sure, without precedent, but in most instances, heretofore, the precise nature of the relationship has been left open to conjecture, and some circumstances susceptible of interpretation as extending have surrounded the situation. The handling of the material in this instance limits the attraction to adult audience classification.

Production is by Earle Lyon, from a screenplay by Eric Norden, and direction is by the accomplished William Claxton.

Running time, 78 minutes. Adult classification. Release, in March.

WILLIAM R. WEAVER

(Continued from page 1)

"the time has come to straighten out some misconceptions concerning 'Friendly Persuasion.'" Broidy said that "in the first place, 'Friendly Persuasion' will be a commercial success. Up to date figures indicate that its net domestic gross, including Canada, will be in the neighborhood of \$5,000,000. As of March 1 we have already billed \$3,372,000 on the picture. We are not listing worldwide grosses yet, because a great part of the foreign distribution is being handled by Loew's, Inc.

"Let me also state right now that in a great majority of the engagements played so far, 'Friendly Persuasion' ranks close to the theatre's all-time highs. In countless situations it has broken long-standing records.

Stresses Aid to Industry

"Aside from its commercial success, every exhibitor in the nation will testify to the fact that this picture has done a greater public relations job for the entire industry than any film they have exhibited in years. It has received overwhelming praise on the editorial pages of the nation. It has been hailed by every organization interested in betterment of the screen. Numerous theatre managers have written to tell us of the unprecedented reactions of ticket-buyers who actually seek them out to thank them for showing 'Friendly Persuasion.' The studio itself has been the recipient of an amazing number of fan letters from moviegoers.

"All this, I might add, has resulted in a nation-wide demand from exhibitors for repeat bookings, a demand which naturally was intensified after the Academy Awards nominations were announced. I feel that we have a picture which will live forever and continue to draw outstanding returns for exhibitors everywhere," Broidy concluded.

Morey Goldstein, vice-president and general sales manager of the company, said yesterday that three regional sales meetings of Allied Artists division and branch managers this coming week will wind up the series of meets. Managers from the Southern, Midwestern and Western divisions will hold conferences in New Orleans, Chicago and San Francisco.

Sales policies set at a recent executive sales meeting in Hollywood, on the 36 pictures which will be released by AA during the next 12 months, will be discussed, Goldstein said.

UA Names Three

(Continued from page 1)

manager in Cuba, marking his return to the UA foreign organization, where he served during 1938-47 as manager in Japan, Mexico and special representative in the Far East. Doven Chow, a newcomer to the UA ranks, has been named manager in Hong Kong, succeeding Richard Guardian, who is returning here for re-assignment.

(Continued from page 1)

called the "hope for the future of the motion picture business."

"First we had the four-walled house, and then the drive-in," he recalled. "This is the logical extension of our business — taking movies into the home."

If telemovie operations spring up in all parts of the country, he explained, their success will create a demand for more pictures, and production will be stimulated.

Same as Conventional House

The Video president estimated that in a city of 100,000 population or less a telemovie installation "would cost roughly the same as a deluxe conventional theatre of 1200 to 1500 seats—but the effect would be to give the exhibitor several times that many seats."

At Bartlesville, a city of about 28,000, Video figures it can break even on operating costs with 1,500 subscribers at \$9.50 a month. To get its capital investment back, the company is hoping to tie at least 3,000 homes to its coaxial cable.

Griffing estimated the monthly charge can be reduced in communities where as many as 10,000 subscribers receive TM. But he advised against written contracts, deposits or connection fees.

"We found out in our earlier work with community antenna systems that a big initial fee cost us customers," he

related. "When we eliminated the connection fee and raised the monthly charge instead, we didn't have any trouble."

He also urged that no coin boxes or other collection devices be used. Video will bill its customers monthly, "just like the utility companies."

He said subscribers will get 13 first-run pictures a month, and a given day's program will be run continuously for eight or ten hours, "to get away from the disadvantage of TV movies—that you have to be in front of your set at a given hour."

Question Session Held

In a question period following his talk, Griffing stated that only 400 square feet of space in the lobby or elsewhere is required by the exhibitor for operation of TM. The complete Bartlesville plan, he said, envisions one deluxe theatre, one drive-in and TM.

Griffing stated that the research division of the University of Oklahoma found that approximately two-thirds of the Bartlesville residents desire the service, with half of the remaining one-third potential subscribers.

Bartlesville, said Griffing, is being told the advantages of the new system by billboards, radio, TV and newspapers, to be followed by coupon advertising, direct mail, telephone and door to door.

State Report

(Continued from page 1)

der sec. 130 of the education law."

The section, a part of the state's film licensing statute, provides that "no person or corporation shall exhibit or offer to another for exhibition purposes any poster, banner or other similar advertising material in connection with any motion picture, which poster, banner or matter is obscene, indecent, immoral, inhuman, tends to corrupt morals or incites to crime." A violation is a misdemeanor.

The report, which condemned the advertising for "Mom and Dad" and characterized that for "Baby Doll" as "particularly undesirable," revealed the committee has under advisement the insertion of sec. 130 in the penal law, also.

Commenting that it feels "very strongly the public must concern itself with that type of advertising and with that type of motion picture," the committee added, "responsible publishing houses could accomplish more by refusing this advertising."

After quoting Cardinal Spellman on "Baby Doll" and setting forth the Legion of Decency's "C" rating, the committee observed that "strangely" the State Education Department's motion picture division—whose work it analyzed, with additional references to current censorship appeals before the courts here—licensed it.

Reprinted was an editorial from the "Syracuse Post-Standard," one of

UTOO Elects

(Continued from page 1)

ny Jones, Shawnee, and Seibert Worley, Shabrock, Tex. Benson Dean, Ardmore, was named secretary, and Claude F. Motley, of this city, treasurer. Bernard McKenna, Jr., outgoing president, will be chairman of the board. Executive secretary is E. R. Slocum.

the two dailies in that city which refused advertising for "Baby Doll."

Of the mid-December announcement that the motion picture industry's Code had been "modernized and liberalized," the committee report commented: "This is the first modification since the Code was written in 1921 by the late Rev. Daniel J. Lord, a Catholic priest, and Martin Quigley, publisher of 'Motion Picture Herald' and 'Motion Picture Daily.'"

Citing elimination of the "absolute prohibitions" against the handling of such subjects as illicit narcotic practice, prostitution, abortion and kidnapping, the committee questions "the wisdom of relaxing the Code which has been so valuable for many years."

An increase in the number of excellent television programs for children was commended by the committee. It also lauded the television and radio industries for "general adherence" to their code and standards of practice.

NAME Award to Goldenson

(Continued from page 1)

entertainment world" and details efforts toward advancing the interests of the twin industries of motion pictures and television. These, it continues, he sees as not in harsh competition with each other but rather complementing each other and filling a needed public service to the community.

his Silver Anniversary edition of NAME, detailing in 212 pages the yearly and all-time records of stars, producers, directors and writers of motion pictures as well as the talent in television, has several special anniversary features.

In addition to the usual complete listings of the winners of the Money Making Star Poll, the Short Subjects Poll, the Stars of Tomorrow Poll and the Talent of Television Poll, a special two-page feature lists the stars who have been placed in the Money Making Top

Ten in the 25 years since the poll was inaugurated. Sixty-four personalities have been voted by exhibitors among the Top Ten since 1932. Of these Gary Cooper placed the most times with 17 mentions from 1936 to 1956; Clark Gable is second with 16 mentions from 1932 to 1955 and Bing Crosby is third with 15 mentions from 1934 to 1954.

Only 29 of the 64 top stars have been feminine players, ranging in age from Marie Dressler to Shirley Temple.

Another new feature, "Fame Set to Music," analyzes the extraordinary growth of record exploitation for motion pictures. A third extensive listing names the candidates for "Tomorrow's Fame"—the pictures now in production which have the elements likely to place them among the Champion pictures for 1957.

VIEW:

Hit and Run

is-U.A.

the consistency with which Hugh Haas functions as producer, director, writer and actor is proof of his multi-talented talents. However, all his films follow the same pattern with only the setting changed and perhaps some new device utilized to hold the audience's attention.

"Hit and Run" is no exception to the routine. Once again Haas plays a middle-aged man who has his trouble with a younger girl and the inevitable virile rival. Here he plays a do-to-do filling station owner who hires a young and sexy showgirl. His assistant, a young man, falls in love with her and conceives the plan of putting together a car from scraps of old cars, taking the girl ostensibly for a ride and running over Haas. There is no possible way to get the car for it doesn't exist.

But there is one slipup. Haas has a brother just released from jail whom he is helping and the latter pretends to be the victim of the hit-and-run scheme. Only the young man doesn't discover this until Haas, posing as his twin, comes to live at the house. Some suspense is generated as to who Haas really is, although it's fairly obvious even before the official that there is a twin.

Leo Moore plays the wife and the Edwards is the young man. Running time, 84 minutes. General classification. For March release.

JAY REMER

New Book on Color

The publication of "Elements of Color in Professional Motion Pictures" has been announced by the Society of Motion Pictures and Television Engineers. The 104-page book covers such topics as characteristics of color, color film, and processes, photographing a picture in color, special effects, color processing and printing; and the relationship of motion pictures and television.

Television Today

Edelman Heads RETMA Educational Committee

From THE DAILY Bureau

WASHINGTON, March 7. — The formation of a new educational coordinating committee has been announced by RETMA president W. R. G. Baker. Under its newly appointed chairman, Ben Edelman, of Western Electric Company, the committee has been delegated the responsibility of making long-range studies and recommendations to the RETMA board of directors concerning any problems or proposals involving RETMA in the field of education. The new committee will also help the association's five divisions in any individual educational project, Dr. Baker said.

Definition Lacking

A strict definition of its scope was not offered at the time of its organization, the RETMA president said, since it was thought this might restrict unduly the planning and activities of the group. Formation of the committee was initially recommended by the RETMA Service Committee, and the proposal was endorsed by the set division executive committee.

Members appointed to the committee include: E. A. Holmes, J. A. Hatchwell, L. L. Lewis, J. A. Milling, W. J. Morlock, Mark Shepherd and R. C. Sprague, Jr.

5 Account Executives Join Staff of TPA

Five account executives have joined the staff of Television Programs of America, Inc. (TPA), film distributors and producers, it is announced by Michael M. Sillerman, TPA executive vice-president. They are: John Morgan, who will headquarter in St. Louis, Mo., reporting to Walt Plant, central division manager; Walter L. Thrift, II, who will work in the Southeastern area, under Eastern division vice-president Hardie Frieberg; Clyde T. Coulter, who will be stationed in Toledo, Ohio; James M. Robinson, who will represent TPA in Raleigh, N. C., and Harold C. Tunison, assigned to Davenport, La.

Disney Buys 'Nomad'

Walt Disney has purchased the theatrical and television rights to "Nomads of the North," novel of the Canadian frontier by James Oliver Curwood. "Nomads" will be produced as a follow-up for "Old Yeller," Disney live feature now in production.

Change 'Mack' Time

ABC-TV's "Ted Mack and the Original Amateur Hour" will move to a new time period Sunday, April 7, to the 9-10 P.M., EST, time slot. The program currently is seen Sunday evenings from 7:30-9 P.M.

Legal Points

(Continued from page 1)

rapidly as we can, but I assure you it is no easy matter," he told the House Commerce Committee. The committee had the commission in for a general discussion of current FCC problems and policies. FCC members will return for further questioning, probably Tuesday.

Before the Senate Commerce Committee earlier this week, McConaughy had held out the prospect of an early FCC decision on toll TV. He didn't mention the "early" aspect today.

The commission has held two major discussion sessions on toll TV, and has indicated that several more would be needed before it reaches a decision.

Committee chairman Harris (D., Ark.) implied that he believed the commission has the legal authority to pass on the toll TV issue. He said he had a feeling that the commission wanted to "pass the buck to Congress on the hot ones," but that on many other issues it took drastic action without even consulting Congress.

Launch NBC Education Project Here Monday

Actress Julie Harris and author Walter Edmonds will be among the participants in the telecast launching NBC's new educational television project, undertaken in cooperation with the Educational Television and Radio Center, Ann Arbor, Michigan, next Monday. Other first-week guests will include Dr. Charles Malik, foreign minister of Lebanon; Dr. Karl Menger, of the Illinois Institute of Technology; actors Ed Begley, James Daly, Earle Hyman, Nancy Wickwire, and singers James McCracken and Sylvia Stahlman.

Under its plan to provide the first live programming ever to be produced exclusively for educational TV stations on a nationwide basis, NBC said it will present programs devoted to American literature, world geography, mathematics, American government and music. NBC will transmit the five programs live from New York to the educational stations over its regular network facilities from 6:30 to 7 P.M., EST, Monday through Friday, for 13 weeks starting Monday.

New WABC-TV Dept.

The creation of a department of sales development and research was announced by Robert L. Stone, vice-president in charge of WABC-TV. John Curtis has been named director of the new local service. He was formerly with WABD-TV and from 1953 to 1956 he was affiliated with the ABC network as researcher and presentation writer in TV sales development.

Press Urged

(Continued from page 1)

theatres have pledged participation in the Sweepstakes, the advertisement urges the nation's newspapers to cooperate with the theatres in furthering the aims of the contest.

"Realizing that the Sweepstakes appeals especially to their readers," says the ad, "a large number of newspapers throughout the country have already tied up with their local theatres in promoting this contest. Several are reprinting the entry blank; others are ballyhooing the contest on their delivery trucks and even with front-page banners. All are profiting from the keen public interest in the annual Academy Awards.

"The Sweepstakes will end at 10 P.M., March 26. The Academy Awards will be announced the following night.

"If you have not already tied up with your local theatres in this promotion, we urge you to see your exhibitor friends at once."

Business Building Plan

(Continued from page 1)

tions and exhibitor officials on steps needed to put the program into effect.

It was reported here following the meeting that "there was a unanimity of thinking" among distribution advertising-publicity heads on the report, which combined the salient points of the MPAA program, the COMPO-Theatre Owners of America plan, and the West Coast Jubilee campaign.

The joint industry business building committee will hold a dinner meeting at the Hotel Sheraton-Astor here next Wednesday evening to consider the program's full launching. Plans concerning the financing of the program will also be taken up then.

The advertising - publicity committee meeting was presided over by Jerry Pickman, vice-president of Paramount Pictures, in the absence of chairman Roger H. Lewis, who currently is in Hollywood.

AN ANNOUNCEMENT FROM 20th CENTURY-FOX



DUAL
World
Premiere
THURSDAY EVENING
MARCH 14th

★ ★ ★
Roxy
THEATRE
New York
★
Chinese
THEATRE
Los Angeles

Deborah Kerr Robert Mitchum

"Heaven Knows,
Mr. Allison"

CINEMASCOPE
COLOR by DE LUXE



Produced by
Buddy Adler
Eugene Frenke

Directed by *John Huston*

Screenplay by John Lee Mahin and John Huston

All
the News
That
Is News

QP

MOTION PICTURE DAILY

Concise
and
to the
Point

QP

V. L. 81, NO. 47

NEW YORK, U.S.A., MONDAY, MARCH 11, 1957

TEN CENTS

With Banks

A Continues Discussions On Financing

Public Stock Issue Is
Favored by Executives

United Artists is continuing discussions with a number of Wall Street banking and investment houses in regard to securing new financing for production and other operational programs.

The company has been considering new sources of financing to supplement its present bank financing, which because of general prevailing growing conditions, cannot be extended. The new sources are possible advances by theatre companies and a public stock issue, the latter now receiving more favorable attention by executives.

The investment houses and banks which UA has approached regarding (Continued on page 2)

Decca Net Earnings Highest in History

The net income for Decca Records, for the year ended December 1956, including income attributable to the undistributed earnings of Universal Pictures Co., Inc., was \$43,902, a gain of approximately 10 per cent over 1955. Both the 1956 earnings and net income were (Continued on page 2)

Rescind Red Lion, Pa. Cent Amusement Tax

Special to THE DAILY
PHILADELPHIA, March 10.—The 10-year-old borough amusement tax of two cents on each adult admission at Red Lion, Pa., has been rescinded by the borough council. This tax has (Continued on page 2)

Television Today

Page
7

Title Bureau Record Is Set

Some 4,997 motion picture titles were listed with the Title Registration Bureau of the Motion Picture Association of America in 1956, making it the busiest year in the bureau's history, the MPAA reported at the weekend. Some 244 major companies and individual producers were using the bureau's services at the year's end, and 31 of these were enrolled during 1956.

Of the 4,997 titles submitted, about 177 were returned because of identity with existing registrations. Only 16 titles were disapproved because of non-conformity with Code standards.

As in other years, about 18 per cent (Continued on page 2)

'False' Commercials On TV Eyed by FTC

(See Editorial, Page 7)

WASHINGTON, March 10.—The Federal Trade Commission may issue some complaints shortly against false and misleading radio and television commercials.

Chairman John W. Gwynne told the House Commerce Committee Friday that the Commission had some months ago decided to monitor radio and TV advertising. "The investigators in our field offices are participating on a part-time basis in this work," he said, "and in the very near future it could result in complaints against illegal claims including visual misrepresentations."

Remaining Newsreels Benefited Little From Discontinuance of Paramount News

Newsreel officials assaying the disposition of theatre accounts serviced by Paramount News prior to its discontinuance on Feb. 15, have come up with the majority held belief that the three remaining reels have benefited to no significant degree since.

The most widely held feeling is that the bulk of the Paramount News accounts did not replace that reel with another on their programs after Feb. 15. They also report that most of the new accounts added by the three remaining reels were in the small rental category and, therefore, their addition to current newsreel billings is of little consequence.

This aftermath to the Paramount News closing came as something of a surprise to the newsreel fraternity, largely because the suspension of the Warner Pathe News last summer was followed by a substantial gain in theatre accounts by at least two of the remaining four reels.

From Low License Plates Mighty Rumors Sprout

Columbia Pictures officials still are trying to discover the origin of the widespread report that RCA-NBC were negotiating for purchase of stock control of the picture company. (The report was officially disclaimed by Harry Cohn, Columbia president, when reached last week on vacation in Phoenix, Ariz.)

All clues to a possible starting point for the report were explored without success, until, finally, one Columbia official theorized that it might have been this: NBC occupies space in the Columbia-owned home office building at 711 Fifth Ave. Sometimes parked near the entrance are motors with the license plate letters 'NBC' preceding a low numeral, and high-ranking RCA-NBC officials are to be seen entering or leaving the Columbia building.

Harrison To Head MPA Sales Mgr. Committee

Alex Harrison, general sales manager for 20th Century-Fox, will be named by the national distribution committee of the Motion Picture Association of America as its new chairman, it was learned here at the weekend.

Harrison, whose term of office as head of the distribution sales managers committee will be one year, will succeed Richard W. Altschuler, vice-president in charge of worldwide sales for Republic Pictures.

By Investment House

Yates Offered \$11 Per Share For Rep. Stock

Bd. Elections on Agenda
For Meeting Here April 2

An investment banking concern with Wall Street and West Coast offices has extended an offer to Herbert J. Yates, president of Republic Pictures, of \$11 per share for his stock, representing working control, it is reported. The identity of the firm was not disclosed.

Yates, in Hollywood, through his executive assistant William Saal, said at the weekend that he has "no comment at present" on the report.

The Republic head is listed in the company's proxy statement, which reports that Republic stockholders will meet at the Essex House here on April 2, as owning 44,260 common shares, (Continued on page 7)

Col. Signs Production Deal with Foreman

Columbia Pictures announced at the weekend that a contract had been entered into with Carl Foreman, under which the writer-producer will produce four pictures under the Columbia banner during the next three years.

Foreman will make the new pictures (Continued on page 2)

N. Y. B'nai B'rith Will Honor Michael Todd

Producer Michael Todd will be honored by New York's Cinema Lodge of B'nai B'rith for his "contributions to humanitarian causes and his furtherance of the interfaith movement" at a special Cinema Lodge "honor night" (Continued on page 2)

Booking Chart on Page 6

Motion Picture Daily's booking chart listing releases of the major film companies for the months of February, March and April appears in this issue on page 6.

PERSONAL MENTION

JOSEPH R. VOGEL, president of Loew's, Inc., left here yesterday for the Coast.

FAYETTE W. ALLPORT, London representative for Motion Picture Association of America, returned to England from New York on Friday via B.O.A.C.

JAMES E. PERKINS, executive vice-president of Paramount International, and **RUSSELL HOLMAN**, Eastern production manager, left here yesterday for Hollywood.

SPYROS P. SKOURAS, president of 20th Century-Fox, and **JOSEPH H. MOSKOWITZ**, vice-president and Eastern studio representative, left New York at the weekend for the Coast.

MAURICE "R E D" SILVERSTEIN, Loew's, Inc., executive, left New York yesterday for the Coast.

ROGER H. LEWIS, United Artists national director of advertising-publicity, will return to New York today from Hollywood.

MRS. ROBERT J. RUBIN, wife of the vice-president of Paramount Film Distributing Corp., gave birth last week to their third child, and first daughter, **MARY ELLEN**.

SI SEADLER, advertising manager of M-G-M, left here Saturday for Jamaica, B.W.I., via B.O.A.C.

HUGH OWEN, Paramount's Eastern sales manager, returned to New York yesterday from Jacksonville.

DARRYL F. ZANUCK, independent producer, left New York at the weekend for London.

Kodak Pays \$350,000 For Employees' Ideas

ROCHESTER, March 10. — Kodak employees received a record total of \$350,000 during 1956 for suggestions used in the business, it was announced today by Eastman Kodak Co. The suggestion system is designed to reward employees for ideas that result in improved products, cut costs, better manufacturing methods, or increase plant safety.

The amount paid for suggestions last year exceeded by more than \$13,000 the previous record amount, paid in 1955. Last year there were 44,801 suggestions submitted, of which 16,984 were approved.

Title Bureau

(Continued from page 1)

cent of the registered titles were protested by prior registrants because of alleged conflict with earlier registrations, but the controversies which developed as a result of these protests were for the most part settled by cooperative negotiation between the interested parties. Twenty-seven of the disputes were resolved through arbitration proceedings.

Competition was keen; there were immediate filings of titles following events of national, international and local importance. Numerous titles were filed having to do with the Suez Canal situation, the "Mad Bomber," the Hungarian crisis, the Grace Kelly-Prince Rainier nuptials, etc.

Will Honor Todd

(Continued from page 1)

at the Hotel Sheraton-Astor Tuesday, March 19, according to Robert K. Shapiro, president. Alexander F. Miller, national director of the Community Service Division of the Anti-Defamation League and former Southern director with headquarters in Atlanta, will be the principal speaker of the evening.

Cinema Lodge officers for 1957-58 will be elected at the meeting. Jack H. Levin, past president of Cinema Lodge, has been named chairman of the evening. An arrangements committee consisting of Jack H. Hoffberg, S. Arthur Glixon, Milton Livingston and Martin Levine was also named.

Columbia Signs Deal

(Continued from page 1)

in London for Highroad Productions, Inc., in a profit sharing arrangement, with Columbia doing the financing, and releasing the pictures here and abroad.

Foreman appeared before the House Un-American Activities Committee in 1951 and, while stating under oath that he was not a Communist, invoked the Fifth Amendment. However, in August of 1956, he requested and was granted an opportunity to appear again before the Committee in executive session and testified without recourse to the Fifth Amendment.

Dan E. Lee, 75

Dan E. Lee, 75, an industry veteran, died in Brooklyn recently. He was with Skouras Theatres in Bound Brook, N. J., for ten years, and was also with the Stanley Warner Theatres in Arlington and Hoboken, N. J. Retired for five years, he is survived by his wife, Ann; a sister, and two brothers, one of whom, Joseph J. Lee, branch manager for 20th Century-Fox in Detroit.

TOA Asking Earlier Arbitration Meeting

Theatre Owners of America, although it has accepted the Motion Picture Association of America's invitation to an April 8 arbitration meeting, has asked the MPAA if it is possible to hold the meeting at an earlier date, according to a TOA official. The earlier meeting is being asked for on the grounds that TOA and Allied States Association would like to launch talks on arbitration "at the earliest possible time," he said.

Ernest G. Stellings, TOA president, and **Julius M. Gordon**, Allied head, had urged that the MPAA steering committee on arbitration meet with them on March 18. However, one member of the distribution committee could not be available at that time, so **Eric Johnston**, MPAA president, suggested April 8, a time which last week was accepted as suitable to all.

Research Vital Factor In Filming 'Viking'

By FLOYD STONE

Making a picture in the fjords of Norway is going to be difficult, but doing research on the truth about the Vikings is fascinating and should turn out the sort of entertainment the public is "waiting for," **Richard Fleischer**, director for "The Viking," told newsmen at the United Artists office Friday.

Today he should be in Bergen, Norway, and Wednesday at Asvic there for the launching of truly replica Viking boats, three of which, each accommodating 70 rowers, he will use in the picture, and one of which will sail later across the Atlantic and help exploitation here.

This is the sort of research Bryna Productions is going into, in a \$3,000,000 picture, he indicated. The real story of the Vikings, which he spent three months studying, is little known, he said, never has been done in film, and probably will be welcome. The truth especially is important to Europeans, he said his newspaper interviews there had ascertained, and he asserted that Europeans, sensitive especially to what they feel is American distortion of their national histories, are 50 per cent of a picture's potential.

'Allison' Preview Held

Twentieth Century-Fox and the Roxy Theatre were hosts to 2,000 Catholic teaching nuns, brothers and clergymen at a special preview of "Heaven Knows, Mr. Allison" Saturday morning at the Roxy Theatre here.

U.A. Financing

(Continued from page 1)

additional financing, it was reported, include the First National Bank of Boston, Bankers Trust, and brokerage houses.

Arthur B. Krim, UA president in early January, said that the company has hopes of securing an additional \$6,000,000 through exhibitor financing or the issuing of stock in the privately owned corporation. "The advantage to exhibitors who might finance productions would be in getting a product on the market," he then noted, that in today's tight money situation, the bank's problem is not in extending credit but in extending cash reserves to make loans.

Krim and **Robert S. Benjamin**, chairman of the board, are scheduled to return here from Hollywood today with further developments on the financing program expected soon.

Decca Net Highest

(Continued from page 1)

the record division's highest in history, **Milton R. Rackmil**, president, said in a letter to stockholders accompanying the report.

The 1956 Decca net income was equivalent to \$2.84 a share on the 1,602,501 shares of capital stock outstanding at the end of the year and compares with \$2.37 per share in 1955 on the same number of shares outstanding.

Decca now holds 743,785 shares or approximately 80 per cent of Universal's outstanding common stock. Details of Universal's 1956 financial report were revealed earlier.

Rescind Penna. Tax

(Continued from page 1)

affected the Stanley Warner Lion share in Red Lion.

The repeal of this tax was the direct result of SW Philadelphia zone manager **Ted Schlanger's** intensive campaign to abolish amusement taxes wherever they now exist.

A. J. Vanni, SW district manager and a theatre committee made strong personal appeals to the local borough council. It was pointed out to council that the amusement tax was working an undue hardship on the local theatre and could result in the theatre closing.

Carroll and Auer Eas

HOLLYWOOD, March 10. — **Carroll** and **John H. Auer**, executive producer and producer-director, respectively, of "Johnny Trouble," will leave here tomorrow by plane for New York to close a multiple production-distribution deal with a major distributor.

SAMUEL GOLDWYN

February 20, 1957

Dear Barney:

Last night I saw "FUNNY FACE" with a group of friends at my house. I could hardly wait to get to my office this morning to tell you what a fresh, wonderful picture it is - that reaches heights of entertainment seldom seen on the screen.

It is not often that I have no reservations whatever about a picture, but this is one of those times. "FUNNY FACE" is, by all odds, one of the finest musicals I have ever seen - on the stage or on the screen.

Fred Astaire and Audrey Hepburn are simply marvelous, as are Kay Thompson and all the members of the cast. In all the years I have known Fred I have never seen him dance better or give a more inspired performance. Audrey Hepburn, who is always lovely, has never been more delightful, and Kay Thompson has opened up a new career for herself.

The people at my house last night were a group of professionals - American, British and French - but they broke into spontaneous applause after each wonderful number. I have never witnessed such enthusiasm and I am sure that the American public, and the public the world over, will love the picture equally.

Everything about "FUNNY FACE" is just brilliant. Not only the cast but the production, the direction, the choreography, the music, the photography, the color - the warmth, the gaiety, the fun, the beauty of the picture - are nothing short of extraordinary. Everyone who had anything to do with the picture deserves tremendous credit, for it proves that Hollywood is still capable of turning out the greatest entertainment in the world. This is a real new dimension in motion picture enjoyment.

"FUNNY FACE" is truly an inspired picture. It is going to mean a great deal to the motion picture industry because it is going to mean so much to the public.

There is much more I could say about what a wonderful picture it is, but I can sum it all up by saying that I would be very proud to have had "FUNNY FACE" to my credit.

Sincerely,



Mr. Barney Balaban, President
Paramount Pictures Corporation
1501 Broadway
New York 36, New York



Thank you, Mr. Goldwyn!

Exhibitors everywhere who have booked "Funny Face", share your enthusiasm.

Paramount is enthusiastically backing this most modern of motion pictures with an all-encompassing barrage of promotion.

Leading the Spring-timed national pre-selling is the magazine ad on the opposite page. It will reach 24 million movie-minded homes in Life, Look, McCall's and Redbook, with additional full-pages in Seventeen and the entire fan list.

And this will be backed by all-out point-of-sale, hard-hitting merchandising by Paramount.

AUDREY HEPBURN • FRED ASTAIRE

presented in a real new dimension in motion picture enjoyment!

Audrey's
marvelous
in her first
musical
...singing
and
dancing
with Fred
to those
great
Gershwin
tunes
...in the
picture
that presents
the Paris
fashions of
tomorrow!

'FUNNY FACE'
...truly an inspired
picture... I would
be very proud to have
my credit."
Samuel Goldwyn

IN FUNNY FACE



starring **KAY THOMPSON** • with MICHEL AUCLAIR • ROBERT FLEMYNG

Music and Lyrics by GEORGE and IRA GERSHWIN • Choreography by Eugene Loring and Fred Astaire

Songs staged by Stanley Donen • Produced by ROGER EDENS • Directed by STANLEY DONEN

Written by LEONARD GERSHE • A Paramount Picture • TECHNICOLOR®

VISTAVISION®

MOTION PICTURE DAILY'S BOOKING CHART

F E B R U A R Y

ALLIED ARTISTS	COLUMBIA	M-G-M	PARA.	REPUBLIC	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L	WARNERS
ATTACK OF THE CRAB MONSTERS Richard Garland, Pamela Duncan—68 min.	NIGHTFALL Aldo Ray, Brian Keith—78 min. (Rev. 12/7/56)	THE BARRETT'S OF WIMPY STREET (CS, color) Jennifer Jones, John Garfield—105 min. (Rev. 1/8/57)	THE RAINMAKER (VV, color) Katharine Hepburn, Burt Lancaster—91 min. (Rev. 12/12/56)	AFFAIR IN RENO (N) John Lund, Doris Singleton	THE TRUE STORY OF JESSE JAMES (CS, color) Wagner, Jeffrey Hunter—92 min. (Rev. 2/26/57)	MEN IN WAR Robert Ryan, Aldo Ray—104 min. (Rev. 1/29/57)	THE GREAT MAN Jose Ferrer, Dean Jagger—92 min. (Rev. 11/23/56)	TOP SECRET AF-FAIR Susan Hayward, Kirk Douglas—100 min. (Rev. 1/14/57)
NDT OF THIS EARTH Paul Birch, Beverly Garland—67 min.	WICKED AS THEY COME Arlene Dahl, Phil Carey—94 min. (Rev. 1/21/57)	THE WINGS OF THE EAGLES (color) John Wayne, Maureen O'Hara—111 min. (Rev. 1/29/57)			OH MEN! OH WOMEN! (CS, color) Ginger Rogers, David Niven—90 min. (Rev. 2/19/57)	CRIME OF PASSION Barbara Stanwyck, Sterling Hayden—84 min. (Rev. 1/17/57)	ISTANBUL (CS, color) Errol Flynn, Cornell Brothers—84 min. (Rev. 1/17/57)	BIG LAND Alan Ladd, Virginia Mayo—93 min. (Rev. 1/31/57)
LAST OF THE BADMEN (CS, color) George Montgomery, Keith Larsen—81 min.	UTAH BLAINE Rory Calhoun, Susan Cummings—75 min. (Rev. 2/4/57)	HOT SUMMER NIGHT Leslie Nielsen, Colleen Miller—86 min. (Rev. 1/31/57)			TWO GROOMS FOR A BRIDE Virginia Bruce, John Carroll	T D M A H A W K TRAIL—Chuck Connors, John Smith—60 min. (Rev. 12/28/56)	THE NIGHT RUNNER Ray Danton, Colleen Miller—79 min. (Rev. 1/11/57)	

M A R C H

HDLD THAT HYP-NDTIST Huntz Hall, Stanley Clements—61 min.	FULL OF LIFE Judy Holliday, Richard Conte—91 min. (Rev. 12/20/56)	THE HAPPY ROAD Gene Kelly, Bobby Clark—99 min. (Rev. 1/29/57)	F E A R STRIKES DUT Anthony Perkins, Karl Malden—100 min. (Rev. 2/4/57)	HELL'S CRDSS-ROADS (N) Stephen McNally, Peggie Cas- tie	HEAVEN KNOWS, MR. ALLISON (CS, color) Deborah Kerr, Robert Mitchum	SPRING REUNION Betty Hutton, Dana Andrews	B A T T L E H Y M N (CS, color) Rock Hudson, Dan Durfee—108 min. (Rev. 12/18/56)	P A R I S D O E S S T R A N G E T H I N G S (color) Ingrid Bergman, Mel Ferrer—86 min. (Rev. 2/26/57)
JEANNIE (CS, color) Tony Martin, Vera-Ellen—105 min.	THE MAN WHO TOLD THE WORLD Victor Jory, Stone—97 min. (Rev. 3/7/57)	TEN THOUSAND BEDROOMS (CS, color) Dean Martin, Eva Bartok—114 min. (Rev. 2/18/57)			THE RIVER'S EDGE (CS, color) Ray Milland, Debra Paget	REVOLT AT FORT LARAMIE (color) John Dehner, Gregg Palmer—73 min. (Rev. 3/5/57)	GUN FOR A COW-ARD (CS, color) Fred MacMurray, Jeffrey Hunter—88 min. (Rev. 12/28/56)	THE COUNTERFEIT PLAN Zachary Scott, Peggy Castle—80 min.
	Z D M B I E S 'D F MORA-TAU Allison Hayes	LIZZIE Eleanor Parker, Richard Boone—82 min. (Rev. 2/28/57)			THE S T D R M RIDER (Regalscope) Scott Brady, Mala Powers	HIT AND RUN Cleo Moore, Hugo Haas—84 min. (Rev. 3/8/57)	MISTER CORY (CS, color) Tony Curtis, Kathryn Grant—93 min. (Rev. 1/11/57)	EAST OF EDEN (reissue) (CS, color) James Dean, Julie Harris
SHADOW DN THE WIND Betty Garrett, Phil Carey—73 min. (Rev. 3/7/57)					BREAK IN THE CIRCLE Forrest Tucker, Eva Bartok	THE DELIN-QUENTS Tommy Laughlin, Peter Millier—75 min. (Rev. 2/25/57)		REBEL WITHOUT A CAUSE (reissue) (CS, color) James Dean, Sal Mineo

A P R I L

FOOTSTEPS IN THE NIGHT Bill Elliott, Don Hag-gerty—62 min.	GUNS OF FORT PETTICOAT (color) Audie Murphy	DESIGNING WO-MAN (CS, color) Gregory Peck, Lau-ren Bacall	FUNNY FACE (VV, color) Fred Astaire, Audrey Hepburn—103 min. (Rev. 2/13/57)	NOT SET	BOY ON A DOL-PHIN (CS, color) Alan Ladd, Sophia Loren	THE BACHELDR PARTY Don Murray, E. G. Marshall—93 min. (Rev. 3/4/57)	THE INCREDIBLE SHRINKING MAN Grant Williams, Randy Stuart—81 min. (Rev. 2/1/57)	THE SPIRIT OF ST. LOUIS (CS, color) James Stewart, Shelia Bond—138 min. (Rev. 2/20/57)
DRAGON WELLS Massacre (CS, color) Barry Sullivan, Mona Freeman—81 min.	PHANTOM STAGE-CDACH Richard Webb, William Bi-shop	THE VINTAGE (CS, color) Mel Ferrer, Pier Angeli			CHINA GATE Nat Cole, Gene Barry	TWELVE ANGRY MEN Henry Fonda, Lee J. Cobb—93 min. (Rev. 2/27/57)	KELLY AND ME (CS, color) Van Johnson, Piper Lau-rie—86 min. (Rev. 1/28/57)	UNTAMED YOUTH Mamie Van Doren, John Russell
	ABANDON SHIP Tyronne Power, Mai Zetterling				KRONOS (Regal-scope) Barbara Law-rence, John Emery	THE IRON SHERIFF Sterling Hayden, Constance Ford	THE TATTERED DRESS (CS) Jeff Chandler, Jeanne Crain—83 min. (Rev. 3/5/57)	

Television Today

Yates Gets Offer for Stock

(Continued from page 1)

OUR VIEW

THE whole matter of television commercials comes once again—and emphatically—front and center with the clear indication that the Federal Trade Commission is going to take action on the matter. The vexing problem is apparently an eternal one in the industry of television, but one concerning which the industry never can afford to become complacent, on the one hand, or resigned and discouraged about, on the other. There is a situation which must be faced, boldly and honestly at all times, to keep to an absolute minimum the pressures with which the industry will be beset, and to hold off, if possible, the dangers of excessive legislation, which is not desirable. Regulation by statute, no matter in what particular, is dangerous and unfortunate, precedent-setting. It is a tax, altogether too easy of imposition, enormously difficult to escape from the statute books.

False, misleading and unfair advertising are the chief targets of the investigators of the Federal Trade Commission who are monitoring television programs like mad. Let us not delude ourselves; they will find much that is not according to Hoyle, and otherwise, unfortunately, that may come under specific purview and jurisdiction of the F.T.C., but will rather too easily into that moral area where the basic tenets of good sense and common sense are abused and isolated. These transgressions in television are just as dangerous as those of others, since they may very easily have the result of alienating the loyalty of the customers, the patrons, the viewers; in short, the folks who are on the sets. Happily, there are many, many television advertising expressions that are good, reasonable, intelligent and in taste. The other kind will be weeded out.

—Charles S. Aaronson

Stagecoach' Immediate

"Stagecoach," a one-hour Western to be produced by Briskin Productions for Screen Gems, Inc., has been scheduled for immediate production. It is announced by Ralph Cohn, president and general manager of Screen Gems.

WABC-TV Leases 50 Col. Feature Films

Station WABC-TV has leased a package of 50 Columbia feature films at a reported price of \$750,000. Effective April 1, the films will be presented at 11:10 P.M. Mondays through Fridays and at 11 P.M. on Saturdays and Sundays. The film package includes "Talk of the Town," "The Awful Truth," "Golden Boy" and "You Belong to Me," with Henry Fonda and Barbara Stanwyck.

None of the 50 films reportedly has been shown on television, and all were produced before August, 1948. The Columbia Pictures films are distributed to television by its subsidiary, Screen Gems, Inc., which previously released two other packages — one containing 104 films and the other 52.

FPA Signs New Contract With IATSE Local 52

New York's independent film producers, makers of industrial and television commercials, have secured a new, three-year contract with the Motion Picture Studio Mechanics, Local 52, IATSE, representing grips, propertymen, electricians, sound men, carpenters and other studio employees.

Although individual producers are not bound by the provisions of the contract as negotiated by a committee of members of the Film Producers Association of New York, it has been accepted by member companies of FPA, and it is expected that others will concur.

ABC Appointments

The appointments of J. English Smith as manager of TV network programs, ABC, New York, and Sandy Cummings as manager of TV network programs, ABC, Western division, were announced by James T. Aubrey, Jr., vice-president in charge of programs and talent for the ABC television network. Both appointments are effective next week.

Join AAP Sales

David W. B. Hunt and Kenneth Edward Fay have joined Associated Artists Production's sales department as account executives, it is announced by W. Robert Rich, general sales manager. For the past 15 years Hunt worked for radio stations in Oklahoma and the Southwest territory. Fay was formerly an ad space salesman for "Playbill."

'Flicka' to Return

"My Friend Flicka," returns to the CBS Television Network on Saturday, March 16. Gene Evans and Anita Louise star as Rob and Nell McLaughlin, and Johnny Washbrook co-stars as their son, Ken.

with members of his family owning about 10,000 additional shares. The Yates family also owns all of the issued and outstanding stock of Turnrud Inc., which was the beneficial owner of 12,200 shares of preferred stock and 206,337 shares of common stock in Republic and 72,585 shares of stock of the Associated Motion Picture Industries, Inc., which has 187,926 shares issued and outstanding.

Would be Third Offer

The offer, if substantiated, would be the third which the Republic president has received from outside interests in the past year. B. Gerald Cantor, partner in the West Coast banking investment house of Cantor & Fitzgerald, has acquired a 90-day option on Yates' holding at \$12.50 per share. Under the option terms, Cantor would acquire a minimum of 650,000 shares and a maximum of 800,000 shares. Prior to its expiration last September, Cantor dropped the option.

The next offer came from independent producer John Bash, in association with a national securities firm. Bash and his group offered Yates \$10 per share in December, which then was \$1.50 over the prevailing market price.

Republic Pictures stock is current-

ly listed on the New York Stock Exchange at 6¼ per share.

The company's proxy statement reveals that stockholders of Republic will be asked to elect five directors, for a three-year term, to the company's board which is made up of 14 members. Up for reelection are Richard W. Altschuler, vice-president, Albert W. Lind, Franklin A. McCarthy, Bernard E. Smith, Jr., and Yates.

Salaries Itemized

It is reported that Altschuler, who owns 330 shares of the 2,004,190 shares outstanding as of March 4, received an aggregate remuneration of \$48,500 in his capacities as vice-president and director of Republic, and president of Republic Pictures International Corp. Yates, as president and director, received an aggregate remuneration of \$150,400. All directors and officers as a group received \$326,977.50.

MPA Heads to Europe

Eric Johnston, president of the Motion Picture Association of America, and vice-presidents Griffith Johnston and Ralph Hetzel, will leave here on April 10 for Europe to meet the organization's overseas representatives in Paris on market conditions and other problems.

"THE STRANGE ONE" IS A STRANGE ONE!

COMING FROM COLUMBIA!

EVERY DAY ON EVERY CHANNEL TV

BROOKS COSTUMES

3 West 61st St., N.Y.C. • Tel. PL. 7-5800

**RESERVED
SPACE**

	per 100 pounds*
CHICAGO to CLEVELAND	\$4.78
NEW YORK to DETROIT	\$5.90
DENVER to OMAHA	\$6.42
SEATTLE to LOS ANGELES	\$9.80
PHILADELPHIA to PORTLAND	\$24.15
SAN FRANCISCO to BOSTON	\$27.00

There's assurance, too, in United's frequent, high-speed Air Freight schedules, including same-day DC-7 Mainliners and 30,000-lb.-capacity DC-6A Cargoliners coast to coast. All this is part of the new standard in Air Freight set by United. Specify UAL† on your next airbill, then notice the difference.

A map of the United States with major cities labeled. Lines connect various cities, forming a network. The cities shown include Vancouver, B. C., Seattle, Tacoma, Portland, Spokane, Boise, San Francisco, Oakland, Reno, Salt Lake City, Las Vegas, Los Angeles, San Diego, Hawaii, Denver, Omaha, Milwaukee, Detroit, Chicago, Kansas City, Des Moines, Philadelphia, New York-Newark, Boston, Providence, Hartford-Springfield, Baltimore, and Washington, D. C. The lines represent connections between these cities, with a dense network in the eastern half of the country and more sparse connections in the western half.



SHIP FAST...SHIP SURE...SHIP EASY

For service, information, or free Air Freight booklet, call the nearest United Air Lines Representative or write Cargo Sales Division, United Air Lines, 36 South Wabash Avenue, Chicago 3, Illinois.



MOTION PICTURE DAILY

L. 81, NO. 48

NEW YORK, U.S.A., TUESDAY, MARCH 12, 1957

TEN CENTS

Pasternak Finds:

Exhibitors Keep Faith in Industry'

Notes Belief That Product 'Better All The Time'

By LAWRENCE J. QUIRK

Veteran producer Joe Pasternak, on a nationwide tour for G-M's "Ten Thousand Bedrooms," told the trade press at Loew's home yesterday that exhibitors he encountered in city after city showed great faith in the industry and anticipation for the future. He said exhibitors sensed "a new spirit in the industry" and felt "product was going better all the time." Pasternak added that TV "seems to have reached the saturation point" and
(Continued on page 4)

Universal To Release

19 Films in Six Months

Universal Pictures will release 19 pictures in the final six months of the 1956-57 selling year to give the company the largest number of top pictures to be released in a six-month period in its history. Charles J. Feldman, vice-president and general sales manager, announced yesterday. Included in the list are 10 unreleased pictures, led by Howard Hughes' "Jet Pilot," which is scheduled for July. The company will have a minimum
(Continued on page 4)



Charles J. Feldman

Television Today

Page
5

Allied, Compo Hold Meeting

The establishment of a state of cordial relations under which Allied States Association would "reaffiliate itself" with the Council of Motion Picture Organizations moved closer to reality following a favorable meeting here at the weekend of committees from both organizations, it was reported.

The committees, which have been meeting together to iron out difficulties
(Continued on page 5)

Pass Bill Permitting Sunday Films in Tenn.

Special to THE DAILY

MEMPHIS, March 11 — A bill in the Tennessee State Legislature to remove all restrictions from Sunday movies in the state has passed the House and has gone to the Senate for a vote there.

Tennessee now permits Sunday
(Continued on page 4)

Shanklin Optimistic As 40th Anniversary Nears

Special to THE DAILY

RONCEVERTE, W. Va., March 11. — After 40 years as an exhibitor in this area, James C. Shanklin, owner-operator of the Grand Theatre here, is still a "booster" of the business and is highly optimistic about its future.

Shanklin, who left recently with
(Continued on page 4)

Cites Value of Theatre to Community; Wins CofC Support in Campaign for Attendance

Special to THE DAILY

ALBANY, March 11—Emphasis on the value of a theatre to the community has enabled Jules Perlmutter, of Albany, to obtain the support of the Mechanicville Chamber of Commerce in a campaign to promote attendance at the State Theatre there.

Perlmutter, who leased the 1100-seat house from Benton Theatres, of Saratoga Springs, 18 months ago, met with Chamber of Commerce members to discuss its operation and the necessity for "keeping patronage in Mechanicville, rather than letting this go to larger cities in the area." During the meeting, he emphasized the benefits which a community derives from a motion picture theatre.

As a result of the session, the Chamber of Commerce appointed three senior and two junior members to confer with Perlmutter on a program for greater support to the State.

Attendance in Italy Drops 3% in '56 10-Month Period

From THE DAILY Bureau

ROME, March 11—Motion picture theatre attendance in Italy showed a decline for the first time since the end of the second world war when it dropped three and a half per cent in the first ten months of 1956, as compared with the same period in 1955. This was reported today by the Societa Autori Editori, government agency which controls admissions taxes.

The agency estimated in its report that 25,000,000 less tickets were sold during the whole of 1956. Total theatre grosses for the period were only slightly down, however, due to a three per cent average increase in admission prices.

Open New Theatre in Ann Arbor Saturday

Special to THE DAILY

ANN ARBOR, March 11.—The Butterfield Circuit has announced the long-planned opening of its new theatre, The Campus, on Saturday March 16. The theatre, which will seat 1,000 patrons on one floor, will be the fourth Butterfield theatre in this city.

Lois Gramberg, formerly manager of the Lyceum theatre, will be house manager. The opening attraction will be MGM's "Lust for Life."

The new building is located on the campus of the University of Michigan. National Theatre Supply furnished equipment for the theatre.

Ended Dec. 29

Columbia Net For 26 Weeks \$1,329,000

Compares with \$1,606,000 For 27-Week 1955 Period

Columbia Pictures had a net profit of \$1,329,000 for the 26-week period ended Dec. 29, 1956, the company reported in a statement issued yesterday from the office of Harry Cohn, president.

This compares with a net profit of \$1,606,000 for the 27 weeks ended Dec. 31, 1955.

Profit before taxes for the 1956 period was \$2,359,000 with an estimated federal, state and foreign taxes at \$1,030,000. In the 1955 period,
(Continued on page 4)



Harry Cohn

Uphold Federal Tax Claim in Lasky Case

From THE DAILY Bureau

WASHINGTON, March 11 — The Supreme Court today in effect upheld a huge government tax claim against Bessie and Jesse L. Lasky.

It affirmed a Ninth Circuit Court of Appeals decision dismissing a Lasky appeal from an adverse tax court ruling. Government lawyers
(Continued on page 5)

Industry Executives Will Be on Durante Dais

Numerous motion picture executives will be on the dais for the entertainment industry tribute and dinner in honor of Jimmy Durante to be held in the grand ballroom of the Waldorf-Astoria here Sunday night.

The list includes Harry Gould, chairman of the event; Harry Brandt,
(Continued on page 5)

PERSONAL MENTION

PAUL RAIBOURN, Paramount Pictures vice-president, will return to New York next Monday from Florida.

BERNARD G. KRANZE, vice-president of Stanley Warner Cinerama Corp., has left here for Kansas City.

JAMES VELDE, United Artists general sales manager, is in Dallas from New York.

RICHARD VAN HESSEN, production manager of Bermuda Films, will return to Hamilton today from New York via B.O.A.C.

MILES STORMS, II, manager of Westrex Co., Caribbean, Venezuela, has arrived in New York from Caracas.

HARRY F. SHAW, division manager for Loew's Poli-New England Theatres, and Mrs. SHAW, are marking their 33rd wedding anniversary.

DAVID E. BRODSKY, Philadelphia theatre architect, on March 20 will be installed for his seventh term as president of the Downtown Jewish Orphan Home in that city.

GEOFFREY G. MARTIN, director of advertising-publicity for Rank Film Distributors of America, will return to New York on Sunday from London via B.O.A.C.

ARTHUR FREED, M-G-M producer, will return to the Coast tomorrow from New York.

ALFRED HITCHCOCK is recuperating at Cedars of Lebanon Hospital, Hollywood, following surgery.

FREDERICK BRISSON, producer, has returned to Hollywood from New York.

HENRY CORNELIUS, British director, arrived in New York Sunday from London via B.O.A.C., and left here later in the day for Hollywood.

HARRY LOUD, of the M-G-M studio trailer production staff, has arrived in New York from the Coast. He will return to Hollywood tomorrow.

'Bachelor' to Victoria

Hecht, Hill and Lancaster's "The Bachelor Party," which is being released by United Artists, will have its world premiere at the Victoria Theatre here in April.

Drop in CEA Members Points Up Need for English Tax Reduction

By WILLIAM PAY

LONDON, March 9 (By Air Mail)—The trade's case for an entertainment tax reduction is emphasized in the Cinematograph Exhibitors Association's annual report for 1956, which reveals that total membership of the association is down by 221.

During the year 261 members withdrew for one reason or another but 40 new members maintains the CEA membership at 4,122. "Expressed as a percentage of Board of Trade registrations," the report states, "membership at the end of 1956 stood at 95 per cent." Which means that only 5 per cent of the cinemas operating in Britain are not members of the CEA.

170 cinemas closed, four on account of fire; four switched to "live" shows; 43 resigned and 44 were deleted following non-payment of subscriptions. The report, referring to resignations because of disagreement with association policy, states that few appear to be specific as to the nature of their dissatisfaction except that "the CEA does nothing for me."

The report includes questions and

answers on the subject and, replying to the question, "Why do exhibitors stay out of the CEA and who are they?" it says: "First, there are those exhibitors whose economic circumstances do not run to a subscription. For these there is every sympathy and desire to help.

"Secondly, there are those who, because they disagree with the views of their fellow exhibitors or are unable to persuade them to their own opinion, will not accept the normal democratic principle of the majority view prevailing or, alternatively, are simply just not interested. These exhibitors remain outside the CEA but by doing so they achieve nothing other than the evasion of making what might be considered a fair contribution to its cost of operation."

Offer Air Conditioner In Charlotte 'Sweeps'

Special to THE DAILY

CHARLOTTE, N. C., March 11.—A Carrier room air conditioning unit, a savings bond and passes to the five participating theatres are prizes in the Academy Award Sweepstakes contest being conducted here.

Carolina Theatre manager Kermit High said the air conditioner will be the first prize in the contest. Second prize will be a year's pass for two to all the theatres — the Carolina, Imperial, Manor, Center and Plaza.

Third prize will be a \$50 savings bond and fourth will be a six months pass for two to the theatres. Other winners will be given one-trip passes.

The contest is causing a great deal of interest and ballot boxes are being rapidly filled.

Waterbury Local Names DiPietro Twelfth Time

HARTFORD, March 11. — Ralph DiPietro has been elected to his 12th term as business representative of Local 304, Motion Picture Projectionists, Waterbury, Conn. The local also re-elected Thomas Candy to the presidency.

Others named: Joseph Mazieka, vice-president; Frank Carey, financial secretary; Francis LaFlamme, recording secretary; board of trustees, DiPietro, Gandy, Jack Rabbott, Carey, Mazieka; executive committee, DiPietro, Gandy, Rabbott, Carey and Abraham Fandmiller.

San Antonio, Nashville Press for Sweepstakes

The "San Antonio Express" and the "Nashville Tennessean," leading newspapers in their respective cities, have joined local exhibitors in promoting the Academy Award Sweepstakes, Robert W. Coyne, special counsel for COMPO, was informed here yesterday. Prizes, valued at several thousand dollars, have been provided by merchants in each city for the winners of the contests.

The "San Antonio Express" is reproducing the ballot daily during the period of the contest, and up to March 6 had devoted 229 inches of space to Sweepstakes publicity. The San Antonio prizes include a Kelvinator Food-O-Rama, a 21-inch color TV set, three complete dance courses at the Arthur Murray studios, a nine-piece silver tea set and two annual theatre passes.

The grand prize in Nashville is an all-expense paid seven-day trip to Hollywood for two persons, with a personally conducted tour of points of interest. Other prizes include a Motorola portable TV set, an automatic three-speed phonograph and a portable radio with batteries.

George Harlow, 61

HOPKINSVILLE, Ky., March 11.—George W. Harlow, 61, manager of the Princess Theatre here, died unexpectedly at Jennie Stuart Hospital March 5. For the past 40 years Harlow had been associated with the Crescent Amusement Co.

Expect 1,000 At V. C. Meet

Special to THE DAILY

NEW ORLEANS, March 11.—1,000 showmen from the U. S., Canada, Mexico, England and land are expected to attend the Variety International Convention April 3-6, according to Irwin F. Poche, general chairman of the New Orleans' Tent 45, acting hosts, has scheduled a varied program of activities, he said.

A highlight of the convention which is the 21st in Variety's history will be presentation of the humanitarian Award at a banquet scheduled for April 6 at 7:30 P.M. The business meeting will be on April 3 at 10 A.M.

Social activities will include parties sponsored by Pepsi-Cola and Coca-Cola. An "au revoir" party will be held in the Variety Club Room on April 7 at 2 P.M.

Bingo Bill Introduced In Ohio Legislature

COLUMBUS, O., March 11.—Bingo in Ohio would be legalized via option if the Ohio Legislature proves a bill introduced by Senator Thurston Blake, Democratic, of Marion. The measure would amend the section of the state constitution which prohibits lotteries.

Electors of a municipality would be given the opportunity to determine whether they want bingo in their community. Operation of the game would be limited to religious, charitable and non-profit organizations.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
JAMES STEWART
AS CHARLES A. LINDBERGH IN
"THE SPIRIT OF ST. LOUIS"
In CinemaScope and WarnerColor
A Warner Bros. Picture
and SPECTACULAR STAGE PRESENTATION

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PEOPLE

Eric Johnston, president of Motion Picture Association of America, will deliver an address on March 26 at a special dinner under the auspices of the Seattle World Affairs Council.

Thomas Malloy has retired as real estate manager of Loew's Poli-New England Theatres, with property supervision now assigned to resident managers in the Poli New England theatres.

Jack Hynes, formerly film director and director of photography at Associated Screen News, Ltd., Montreal, has been named administrative assistant to **Murray Briskin**, executive assistant to the president.

William L. Lewis, a veteran of 28 years in the exhibition field of the Northwest, has been named general manager of the Adelman Theatre circuit, operating houses in Dallas, Houston, Fort Worth and Tulsa.

Norman Hull, general sales manager of Associated Screen News, Ltd., Toronto, has announced his resignation from that organization, effective today.

W Circuit Cancels 4 Bookings of 'Baby Doll'

PHILADELPHIA, March 11.—The Stanley Warner circuit has cancelled showings of "Baby Doll" at its suburban Ardmore, 69th Street and Waverly Theatres and the Benn Theatre in a local neighborhood, following a flood of protests from Catholics. The picture had been scheduled to open on Wednesday at the four houses. At Ash Wednesday masses neighborhood parishioners were urged to express themselves against the bookings and formal complaints were made by Norman Zinn, circuit official, and Leonard Brooks, assistant zone manager here. After conferences with theatre executives, Brooks announced the film would be withdrawn.

April 8 Earliest MPA Meeting on Arbitration

The Motion Picture Association of America has informed Theatre Owners America that the earliest date on which it can convene its arbitration hearing committee is April 8, according to an MPAA official. TOA at the weekend, while accepting the MPAA invitation for arbitration discussions on April 8, had asked MPAA to look into the staging of a meeting at an earlier date. The earlier meeting was asked for on the grounds that TOA and Allied States Association would like to launch the arbitration talks at the "earliest possible time."

'Cal' Leeder to Rank As Sochin Assistant

Irving Sochin, general sales manager of Rank Film Distributors of America, Inc. announced yesterday that he has engaged Calvin "Cal" Leeder to assist him in setting up branch operations for the new organization. Prior to his new association Leeder had been with the sales department of Warner Brothers for the past 15 years.

The appointment of Otto Ebert as district manager supervising sales operations of the Detroit, Cleveland, Cincinnati, and Indianapolis areas for R.F.D.A. also was announced yesterday by Sochin. Ebert, who has been associated with RKO as its Boston branch manager, will headquarter in Detroit for Rank.

Decca Stockholders' Meeting Set April 9

Stockholders of Decca Records, Inc., will hold their annual meeting here on April 9 to consider and take action on the election of five directors and the reappointment of company auditors. Up for reelection as directors are Milton R. Rackmil, president of Decca and Universal Pictures; Leonard W. Schneider, executive vice-president; Albert A. Garthwaite, Harold I. Thorp and Samuel H. Valance, according to the company's annual meeting notice.

It was reported in the notice that Rackmil, who owns 11,713 shares of Decca stock, received an aggregate remuneration of \$42,500.12 from Decca and \$110,289 from Universal.

Colombian Status on MPEA Agenda Today

A status report on remittances from Colombia and the extension of the Belgian license agreement will highlight the agenda of today's meeting of the board of directors of the Motion Picture Export Association.

The Colombian report will be sent in to the MPEA directors by vice-president Robert Corkery, who is currently investigating the South American market first-hand.

Other matters on the agenda are MPEA hosting a reception during the Asian Film Festival in Tokyo, May 24; five-picture limitation on East European sales; servicing of Italian and Canadian transportation with films; membership in the Italian film board; star photos for German theatres, and the shipment of new films into Denmark.

E. A. Harvey Dies

HARTFORD, March 11. — Edward A. (Jack) Harvey, 64, manager of the Stanley-Warner Palace Theatre, Danbury, Conn., since 1934, was found dead at the theatre Thursday, apparently of a heart attack. He had been associated with the Warner Bros. theatre interests in Connecticut for 24 years. He is survived by his widow and two sons.



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Pasternak

(Continued from page 1)

there is a trend back toward theatre attendance for top attractions.

He also noted an improvement in theatre equipment and maintenance. Exhibitors in such cities as Milwaukee, Chicago and St. Paul had told him, he said, that some pictures of late have overemphasized sex and they would like to see more "family-type" entertainment on the nation's screens.

Pasternak also noted with pleasure attempts in the Midwest to get the older folk back into the theatres by means of reduced admission prices for certain age groups, clubs for theatre attendance, etc. He urged producers, directors, writers and executives to "get around the county and find out what the people want in film fare. The country is not New York and Hollywood."

Calls for 'Escapist' Fare

The public, he said, needs and wants escapist entertainment, needs to get away from world and personal problems. He feels the Hollywood agents rose to power because the companies failed to develop enough new talent in recent years. They are alerted to this oversight now, he added, and strong, new blood is being injected.

Pasternak, who will soon become an independent producer in association with Sam Katz, believes that independents should tie up with major companies who can provide know-how, distribution and the guidance of past experience.

Sunday Films

(Continued from page 1)

movies on a local option basis—with some cities requiring a vote of the people and others a city ordinance passed by the council.

In Memphis, for example, the city "collects" around \$40,000 a year in "assessments" against theatres which, under the Memphis ordinance, operate "for charitable purposes" on Sunday. First run theatres are "assessed" \$75 each a week and neighborhoods down to a low of \$10 a week. The money is not always collected and the law does not have sufficient teeth to make it mandatory. The money is turned over to the Welfare Commission.

The proposed new law would wipe out what has often been called "a shakedown" in Memphis.

FILMS for Denmark Iceland and West Indies

Producers or distributors with American feature pictures available for Denmark, Iceland and the West Indies are invited to communicate with the Cinema Service Division of Quigley Publications, 1270 Sixth Avenue, New York 20, N. Y.

REVIEW:

Designing Woman

M-G-M—CinemaScope

DORE SCHARY'S FINAL production as M-G-M studio chief is a highly entertaining, luxuriously produced and lovely to look at comedy-drama in CinemaScope and Metrocolor. It affords Gregory Peck, Lauren Bacall and Dolores Gray ample opportunities to display their talents, which they do in most engaging manner under the experienced direction of Vincente Minnelli. It is, in fact, a top drawer production which should prove a strong boxoffice attraction in most situations.

Several incongruities in plot structure detract from the film's overall excellence. For example, when Peck, a New York newspaper sports writer, and Miss Bacall, a designer of women's fashions, are married in California and return to Peck's bachelor apartment in Manhattan, there is a great plot to-do over a photo of Miss Gray in Peck's rooms. More, a substantial part of the subsequent action hinges on audiences' willingness to believe that these two mature sophisticates feel it necessary to evade the existence of a pre-marital romance in a cosmopolitan bachelor's existence. But once this flaw is accepted, or overlooked, these people and this picture can provide an exceptional two hours entertainment.

Paralleling the marital complications which arise as Miss Bacall becomes progressively more jealous of Miss Gray, who plays a television actress whose path crosses that of the newlyweds recurrently, is a subplot having to do with a journalistic crusade in which Peck is engaged to break the stranglehold of racketeer Edward Platt on the city's fight game. Threatened with violence, Peck is obliged to go into hiding while he completes his expose series and, unable to explain his actual whereabouts to Miss Bacall for three weeks, his odd behavior further contributes to her jealousy of Miss Gray.

Platt's mob decides to kidnap Miss Bacall in order to draw Peck out of hiding. Tipped off to the plot, Peck and bodyguard, Mickey Shaughnessy, intercept the gangsters and in a wild free-for-all save Miss Bacall from her would-be abductors. Meanwhile, she has been convinced by Miss Gray that the latter has had no claim on Peck's affections since he and Miss Bacall were wed.

Comic situations are numerous, some preposterous, in the George Wells screen play, based on a suggestion by Helen Rose. Sam Levene, as Peck's editor; Tom Helmore as Miss Bacall's old flame; Jack Cole as a choreographer, and Chuck Connors as a gangster, top a fine supporting cast. Cole also staged the musical numbers and dances, of which there are not too many, and which feature either Miss Gray or Cole. "There'll Be Some Changes Made" is Miss Gray's best song number. Production numbers tied to Miss Bacall's clothes designing and fashion shows are spectacular, even to male eyes. Women everywhere will find them a show in themselves.

Running time, 123 minutes. General classification. Release, in March.

SHERWIN KANE

Shanklin Optimistic

(Continued from page 1)

Mrs. Shanklin for their annual vacation at Hot Springs, Ark., said prior to his departure that he believes the industry is about to enter one of its most prosperous periods. Good product will turn the trick, he believes, pointing out that the good pictures have done good business over the past two lean years, and their number is increasing.

Shanklin disposed of two theatres in the past year. He makes a point of keeping the Grand in top condition and equipped with the latest. "I am proud to say," he remarked, "that my home town theatre is as well equipped and furnished as any in the state. By playing the best pictures, and most of them are available, I have found it possible to maintain an attractive show place. However, I use fewer

Yorkin Company Will Make Theatrical Films

HOLLYWOOD, March 11 — Bud Yorkin today announced formation of Nikroy Productions, to produce theatrical motion pictures starting with "Vicious Circle," from his own script. Yorkin is producer-director of the Ernie Ford show on television.

Attorney Gregson Bautzer is negotiating a major release for the Nikroy product.

pictures than formerly, picking the tops and playing them three or four days to a week.

"The business has been good to me most of the 40 years I've been in it," he said. "I succeeded in weathering the bad times, when they came along, and there were lots of ups and downs in that time."

'U' to Release

(Continued from page 1)

of three new feature releases each month, Feldman noted, with four being released during September.

Scheduled for May are "The Young Stranger" (RKO), "Beast of the Krokodil" and "The Deadly Mantis." June: "Man Afraid," "The Kettles on MacDonald's Farm," and "Pulp Pigeon No. 1" (RKO). July: "Pilot" (RKO), "Tammy" and "Butterfly."

'Night Passage' in August

In August the company will release its first picture in the Technirama process, "Night Passage," along with "Appointment with a Shadow" and "The Land Unknown." September: "Interlude," "Joe Dakota," "Run of the Arrow" (RKO) and "That Night" (RKO). October: "The Man of a Thousand Faces," "Quantz" and "The Unholy Wife" (RKO).

Promote Byrd To Head 'U' Houston Exchange

Universal Pictures will open its new exchange in Houston next Monday with George Byrd, former Universal salesman in Oklahoma City, as branch manager, it was announced yesterday by Charles J. Feldman, vice-president and general sales manager. Feldman will go to Houston for the opening of the company's 33rd domestic branch, along with Henry H. Martin, Southern division manager, and other executives.

At the same time Feldman announced additional promotions to top positions in the new branch office. The salesmen in Houston will be Mark M. Holstein and Phil Sherman from Dallas; the office manager-booker will be Richard May from Oklahoma City; Robert Lee from Dallas will be a Booker; Mrs. Janie Lee from Dallas will be cashier and Miss Gloria Farquahard, also from Dallas, will be secretary to Byrd.

Columbia's Net

(Continued from page 1)

profit before taxes was 2,859,000 with taxes estimated at \$1,253,000.

Earnings per share of common stock were \$1.11 in the 1956 period as compared with \$1.36 in 1955. Total earnings per share of common stock after preferred stock dividends, for both the current year and the prior year, are based on the 1,095,400 shares outstanding on Dec. 29, 1956.

No further details of the 1956 period were revealed by the company yesterday.

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National Pre-Selling

OTH Kim Novak and Jeanne Eagels, whom the former portrays in her newest Columbia picture, receive considerable attention from "Life's" photographers and editorial researchers in the magazine's March 11 issue. The pictorial story highlights the period of Jeanne Eagels' career when she was a carnival performer. This gave the photographers an opportunity to show Kim Novak in some relaxed moments.

Fred Astaire and his new picture, "My Face," co-starring Audrey Hepburn, received a substantial plug in the March 3 issue of "Parade." A photo in full color of Fred dancing with his daughter appeared on the front cover. Lloyd Shearer wrote an informative and entertaining personality story of Astaire which appears in the same issue.

"Lizzie," starring Eleanor Parker, advertised on the table of contents in the March 19 issue of "Book."

Jerry Lewis was interviewed by Helen Eustis for the March issue of "Call's." To illustrate the article, there is a photo of Jerry in his new film, "The Delicate Delinquent." This is the first picture he has made without the assistance of Dean Mar-

Alan Le May's serial, "Kiowa Boy," which begins in the March issue of "The Saturday Evening Post," will be made into a movie. It has been purchased by Hecht-Hill-Lester Productions.

In "Love in the Afternoon," reports Ed Miller in "The Hollywood Reporter" department of the March issue of "Seventeen," Audrey Hepburn plays as a cello student—the daughter of a private detective, Maurice Chevalier. She becomes intrigued by one of her father's cases involving an American Romeo, played by Gary Cooper. "Mr. Coop," as Audrey calls him, is an American businessman in Europe who hires a gypsy band to seduce his dates because "he isn't much of a talker."

"The Rainmaker" has been selected "Redbook" as the picture of the month for March.

In England," reports "Life" in the March 11 issue, "an actress playing in of Are came close to ultimate realism in portraying the role. Young Ina Seberg, chosen by director Otto Preminger, was chained atop the fagots and soldiers had touched torches hidden gas jets. Suddenly the gas exploded and set the actress's clothes on fire. Hurriedly the executioners beat the fire. Scorched, but not badly hurt, Jean moaned, 'I smelled like a singed chicken.'"

WALTER HAAS

Allied, Compo

(Continued from page 1)

which lie in the path of the national exhibitor organization's reaffiliation with COMPO, are composed of Abram F. Myers, Trueman T. Rembusch and Wilbur Snaper, representing Allied, and Emanuel Frisch, Sam Pinanski and A. Montague, successor to the late William C. Gehring.

The COMPO and Allied groups have been discussing the charges made by the exhibitor organization and its general counsel, Myers, about COMPO's management and the activities of its special counsel, Robert W. Coyne, with a view to bringing Allied back as a member. The exhibitor group withdrew its membership in COMPO over 18 months ago.

The meeting here last Friday was reported to have been friendly and constructive.

Durante Dinner

(Continued from page 1)

coordinating chairman and the following: Paul Cunningham, Harry Delf, Si Fabian, Frank Folsom, Vinton Freedley, Emil Friedlander, Leopold Friedman, Leonard Goldenson, Abel Green, Moss Hart, Eric Johnston, Elia Kazan, Arthur Krim, Abe Lastfogel, William Morris, Jr., Joe Pasternak, James C. Petrillo, Milton Rackmil, Herman Robbins, Richard Rodgers, Mannie Sacks, Sol Schwartz, Noble Sissle, Spyros P. Skouras, Michael Todd, Joseph R. Vogel, and Richard Walsh.

There will be no speeches on the program, and a special entertainment entitled "The Jimmy Durante Story" will be presented by assembled performers.

The entire proceeds of the dinner, sponsored by the Jewish Theatrical Guild, and a program journal in honor of Durante will be used to further humanitarian efforts in behalf of the needy of the theatrical profession, with the Motion Picture Relief Fund, Actors Fund, Catholic Actors Guild, Yiddish Theatrical Alliance, Negro Actors Guild, Episcopal Actors Guild, Will Rogers Hospital and the Welfare Funds of the American Guild of Variety Artists and the American Federation of Television and Radio Artists participating in the receipts.

Uphold Federal Tax

(Continued from page 1)

said that the Laskys were now without further legal recourse against the government claim, which they estimated now might be as high as \$800,000, counting interest on the taxes the government originally claimed due.

The case stemmed from a government attempt to collect an extra \$450,000 in taxes for 1943. It claimed that money received by the Laskys from United Artists Corp., paid for the Laskys' contract with Warner Brothers for a share in the profits of "Sergeant York," should be taxed as ordinary income, rather than as capital gains.

Television Today

PASSING IN REVIEW....

IT WAS A BETTER than average week, electronically speaking, with at least two dramas of merit, one charming "special" and more bright and amusing comedy than some times can be seen in a month of television Sundays. Coincidentally, both of the noteworthy dramas, Kraft Theatre's "The Duel" Wednesday night and Omnibus' "The Trials of Captain Kidd" Sunday night, were based on fact—to underscore another fact: that in the hurly-burly surrounding television creation and production, drama with its limits already defined is often more trustworthy than fiction of arbitrary direction.

'Duel' Had Dramatic Impact

Leslie Stevens' script for "The Duel," however, was a good deal more than an historical recapitulation of the Alexander Hamilton-Aaron Burr affair. It was a fluid drama, intensely subjective, written with wit and style that are unusual in any medium. There were scenes in which there was confusion in time and place, but even this confusion was acceptable within the highly emotional terms in which the drama was stated. E. G. Marshall, Dan O'Herlihy and Elizabeth Montgomery were the lucky performers. Alvin Sapinsky's script for "The Trials of Captain Kidd" was almost as good, though it might have been more brief for better effect. Freely written and freely staged, it presented the facts of a legend and explored the reasons why a pirate who was neither the best nor the worst should have become the most famous. With Victor Jory in the title role, it was great fun.

Chevalier Ideal for Part

The week's special "special" was Maurice Chevalier's Paris, a delightful once-over-lightly study of a city whose appeal will always defy rational explanation. It was to the credit of this Ted Mills production that something of that very quality was caught on film. Chevalier, the arch-type of one of several million types of Parisians, was a perfect guide, backed by excellent camera work.

A good deal of time had to be spent in front of the television screen to find the comic moments, but they were there. Some of the best were provided by Ida Lupino and Howard Duff, as Eve and Mr. Adams Friday night, when they tangled with a little theatre group doing a meaningful play titled "Dinosaur on a Bicycle." The Method has never had such rough going. Sunday Jack Benny's film record of his momentous trip to Venice also was

Radio Engineers Meet Gets Underway Monday

Some 50,000 engineers and scientists from all over the U. S. and Canada and from over 35 countries abroad will attend the 1957 annual four-day national convention of the Institute of Radio Engineers, which gets underway at the Waldorf-Astoria Hotel and New York Coliseum here next Monday.

The program of the convention will be highlighted by 284 technical papers and 840 engineering exhibits, covering the latest advances in 24 branches of radio, television and electronics.

Paget, Hunter Hosts On New NTA Series

Debra Paget and Jeffrey Hunter will be host and hostess of "Premiere Performance," which will debut on the NTA film network of 128 TV stations the week of April 1. This represents the first regular appearance of the couple on TV.

"Premiere Performance" will offer some 39 20th Century-Fox films never before seen on TV. These include "Lloyds of London," "13 Rue Madeleine," "Shores of Tripoli" and "Leave Her to Heaven."

Kick off NBC Project

A press conference and cocktail party was held yesterday to kick off NBC's new educational television project and to view the opening telecast. Robert W. Sarnoff, president of NBC; Dr. H. K. Newburn, president of the Educational TV and Radio Center, and the educators who will conduct the five TV courses, were on hand.

New 'Secretary' Series

A new series of "Private Secretary" depicting past adventures of Ann Sothorn as secretary Susie McNamara, will be presented on the CBS television network beginning April 2.

funny, the question being not whether he would fall into the Grand Canal, but rather, how many times. The same evening Martha Raye and Steve Allen detailed in amusing fashion the nightmares that can happen in the course of a live TV drama when all the cues go awry. This was one of the few "inside" jokes which any viewer could appreciate.

The week also saw two TV premieres. Tuesday night's Panic (NBC-TV) opened with a standard suspense item of average appeal. The same evening WABD launched its Entertainment Press Conference with Buddy Hackett as guest. The format's okay, but without challenging questions and an articulate guest, stark lighting and creepy closeups don't add up to much entertainment.—V.C.



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NEW YORK, U.S.A., WEDNESDAY, MARCH 13, 1957

TEN CENTS

Take Action

French Fight High Rentals in 'Test Case'

Claim 'New Techniques' No Longer Big Draw Alone

By HENRY KAHN

PARIS, March 9 (By Air Mail).—The French Exhibitors Federation has advised its members not to sign contracts for Paramount's "War and Peace," in what is regarded in trade circles here as a "test case" to halt what exhibitors call the "growing demands" of producers. The terms that
(Continued on page 4)

New Film Company Is Organized in Dallas

Special to THE DAILY

DALLAS, March 12.—The formation of Dallas Film Industries, Inc., was announced today by its new chairman of the board, Wylie Stufflebume, prominent Texas banker. The company's production schedule in 1957 calls for a minimum of 26 half-hour television programs and two feature films for theatrical release. In addition to Stufflebume, execu-
(Continued on page 6)

T.O. of Ark. to Meet at Springs, April 1-2

Special to THE DAILY

HOT SPRINGS, Ark., March 12.—The annual convention of I.T.O. of Arkansas will be held at the Velda Motel here March 31, April 1 and 2. In addition to business sessions, a program of lunches and entertainment has been planned with provision of time for conventioners to take advantage of the opportunity to take health baths at the local springs here.

Television Today

Page
4

Says Show Business 'a Gamble'

Scottish Exhibitor Attacks Subsidies for British Films

Special to THE DAILY

EDINBURGH, Scotland, March 12.—Jim Pooler, a leading exhibitor here, in attacking the subsidizing of British films, said show business has always been a gamble.

Elect Singleton, Hinge To New Posts for CEA

From THE DAILY Bureau

LONDON, March 12 — George Singleton was elected president and Edward Joseph Hinge vice-president of the Cinematograph Exhibitors' Association at its annual general meeting here today. Singleton, formerly vice-president of the organization, succeeds B. T. Davis.

CEA will hold its traditional dinner and dance at the Grosvenor House tonight with Prince Philip attending as guest of honour.

M-G-M Slates Nine for April Through July

M-G-M will release nine new pictures and re-release four in the four-month period starting with April, according to a tentative schedule reported by the company yesterday.

Tentatively scheduled for April are "Designing Woman" and "The
(Continued on page 5)

"To remove this element of hazard is close to eliminating the very essence of entertainment of the public," he said. "The constant effort to anticipate the public's mercurial tastes, with the thrill of success and the experience gained from bitter failure—
(Continued on page 6)

Memphis Patrons Show Interest in 'Sweeps'

Special to THE DAILY

MEMPHIS, March 12 — A survey of Memphis five first run theatres shows a good deal of interest in the Academy Awards Sweepstakes but no increase in attendance can be
(Continued on page 6)

Plan Telemovies Test In Carlsbad in '58

Special to THE DAILY

CARLSBAD, N. M., March 12.—Frontier Theatres, Inc., will make an initial investment of an estimated \$400,000 in a project to bring Video Independent Theatres' telemovies to
(Continued on page 6)

Cites Example

Allied Urges Institutional Ad Campaign

Says Theatre Suppliers Could Keep Drive Going

Special to THE DAILY

WASHINGTON, March 12. — A campaign of institutional advertising to convince the public that "It's Smart to Go to the Movies" is advocated in a special bulletin issued from Allied States headquarters here. The bulletin states that it was inspired by and is issued "in appreciation of Coca Cola's back cover ad in This Week magazine for March 10."

That advertisement, depicting the interior of an attractive theatre with a well-groomed family of three in the foreground near a lobby refreshment stand, effectively counters "a lot of cheap fun (that) has been poked at
(Continued on page 6)

Industry on Upgrade, Velde Tells Exhibitors

Special to THE DAILY

DALLAS, March 12.—James Velde, general sales manager for United Artists, voiced high optimism about the future of the motion picture industry in a luncheon address at the Statler Hilton Hotel here before 126 exhibitors and members of the press from all
(Continued on page 6)

EDITORIAL

Snobbery and Films

By Sherwin Kane

IN the rapidly changing world of motion pictures, at least one thing remains constant. That would be the superior or disparaging attitude habitually adopted by so many writers in referring to Hollywood, or for that matter anything pertaining to pictures.

Although for several years now producers have been concentrating on the making of quality product with the result that the program picture is in markedly short supply, there is little evidence as yet that many of those who write about motion pictures, perhaps without seeing them, have experienced a change of attitude.

Moreover, even though substantial numbers of so-called "marginal" theatre operations have disappeared in the last several years, leaving the more modern, better equipped and better kept theatres in the majority, those who by habit allude to the motion picture theatre disparagingly,
(Continued on page 5)

See Manitoba Censoring Films on Television

Special to THE DAILY

TORONTO, March 12.—The province of Manitoba may look for a way to censor inter-provincial television programs appearing on screens in the province.

The provincial censor agreed with suggestions that it was "nonsensical" for the province to maintain a motion picture censor board when it was technically possible for banned pictures to appear on TV without the province having anything to say about it.

PERSONAL MENTION

NED CLARKE, Bucna Vista foreign sales manager, has returned to New York from Central and South America.

JOE PASTERNAK, producer, will return to the Coast the latter part of this week from New York.

JEAN SEEBERG, who has the title role in Otto Preminger's "Saint Joan," will return to New York on Saturday from Europe.

ESTHER WILLIAMS has arrived in New York from Hollywood.

MARJORIE GIESS, publicist, has returned to New York from Cuba.

ROBERT M. STERNBERG, district manager for New England Theatres, Inc., became a grandfather again with the birth of a girl to his daughter, Mrs. GEORGE SPOLL, at Hartford Hospital.

ANDRE PREVIN, musical director for M-G-M, returned to Hollywood yesterday from New York.

IRVING SOCHIN, general sales manager of Rank Film Distributors of America, will leave here today for Washington, Atlanta and Dallas.

Pass N. Y. Bill Affecting Female Editors' Hours

ALBANY, March 12.—The Senate passed today and sent to the Assembly a bill which amends the labor law to exempt from provisions relating to hours of employment for females over 16, women over 21 engaged in processing or editing films for television or newsreel use. In no event could such women be employed in excess of 48 hours a week.

The measure, which would take effect immediately, was introduced by Senator Irwin Pakula, and Assemblyman Anthony P. Savarese, Jr., Queens Republicans.

Anthony Gablick Dies

Anthony "Tony" Gablick, 66, industry artist, died here at Beth Israel Hospital following a long illness. Gablick came to this country from Budapest in 1913, becoming a citizen in 1921. He was at various times associated with Universal Pictures, Warner Brothers, 20th Century - Fox and United Artists. He is survived by his wife, Geraldine, and a daughter, Suzanne.

Sees Electronics Making Color Prints in Seconds

Special to THE DAILY

BOSTON, March 12.—A high-speed system of electronic color photography that would provide permanent prints of pictures taken less than five seconds earlier at points thousands of miles away was predicted here, by Dr. Irving Wolff, vice-president, Research, of the Radio Corporation of America.

Speaking to the Boston section of the American Institute of Electrical Engineers, Dr. Wolff pointed out that techniques now exist for performing all steps in the photographic process by instantaneous electronic means "from exposure to final print, and including the means for storing images in electrical form on magnetic tape."

Circuit May Sue to Get Renewal for Drive-in

SEEKONK, Mass., March 12.—The board of selectmen of this town has been informed by counsel for Independent Amusement Co. that the town may face legal action if a renewal license is refused to the Bay State Drive-in Theatre, operated here by I.A.C., which is headed by Nathan Yamins.

John J. Harrington, circuit attorney, charges that the Seekonk selectmen have stipulated that the Bay State operating license be withheld unless I.A.C. withdraw a court action in which it seeks to prevent the building of the proposed Family Drive-in Theatre in Seekonk, on the ground that the projected operation would violate the town zoning ordinance. This case is now on the State Supreme Court calendar.

R. C. Rally Today

A special Red Cross Blood Bank appeal and rally will take place at noon today next to the Spirit of St. Louis airplane now on exhibition on the traffic island in Times Square between 43rd and 44th Streets. The rally is in connection with the current Air Force recruiting drive and the fiftieth anniversary celebration of the Air Force. The plane, a replica of the one in which Charles A. Lindbergh made his historic trans-Atlantic flight 30 years ago, was used in the Warner Bros. picture, "The Spirit of St. Louis."

Cinerama Talks Still on

HOLLYWOOD, March 12.—Nathaniel Lapkin, vice-president of Stanley Warner, is continuing discussions with Technicolor executives concerning the possible sale of Cinerama to that company. Talks started last week with Stanley Warner president Si Fabian, who returned to New York at the weekend, participating.

Four 'U' Staff Changes At Detroit Exchange

Special to THE DAILY

DETROIT, March 12.—Personnel changes announced by Richard Graff, branch manager for Universal Pictures, are four in number. Harold Pingree, booker, is being shifted to the post of national representative for the home office. His first assignment will be in Cleveland. He will be replaced by Walter Coryl, formerly with the RKO exchange.

Ronald Ross, who has been booking here, has been assigned a similar post with the Universal Washington exchange. His place will be taken by David Morgan who, like Coryl, comes from RKO.

Five New Theatres Are Underway in Mexico

MEXICO CITY, March 12.—The Cadena de Oro (Golden Chain), a top circuit, is now building five theatres in the provinces which it expects to have in action by early summer, it has been announced by Gabriel Alarcon, president.

Two each of the theatres are in Tijuana and Mexicali, in the new State of Northern Baja California. The other is in Ciudad Obregon in the adjoining State of Sonora.

Mexico Cancels Pact For Italy Co-Production

MEXICO CITY, March 12.—Cinex, the semi-official distributors of Mexican pictures abroad, have cancelled the pact it made last year with ANICA, distributor of Italian films, for reciprocity and co-production. Cinex said it was necessary to end the pact, of which so much had been expected because Italy had not ratified the deal which was consummated after many months of talks and negotiations.

Colorado Exhibitors Push Fight Against DST

DENVER, March 12.—With the passing of a bill by the state Senate, daylight saving time has become a possibility for Colorado. It is now up to the House and Governor Steve McNichols has said he will sign the bill if the measure passes by a sizeable majority.

However, the possibility of its becoming law has engendered strong opposition not only from theatres but railroad men, farmers and other businessmen.

Marcus Loew Dividend

OTTAWA, March 12.—Marcus Loew's Theatres Ltd., declared \$1 dividend, payable March 29, to shareholders of record March 8.

NEWS ROUNDUP

Mark Roxy 30th Birthday

This week marks the 30th anniversary of the opening of the Roxy Theatre here by the late Samuel "Roxy" Rothafel. On Friday, Robert C. Rothafel, nephew of "Roxy," now managing director of the theatre, will celebrate the tradition of the house with the opening of "Calypso," an elaborate stage presentation.

Japan's Camera Exports Rise

Joseph Ehrenreich, president of Nikon, Inc., American importer from Japan of the Nikon 35mm. camera, who recently returned from Nippon, has reported a 61 per cent increase in Japanese camera exports in five years. Manufacturers in that country, he says, are increasing the mechanization of their production facilities to take care of an increased demand for the product.

'Petticoat' Drive in Texas

Newspapers and television stations in Texas' four biggest cities will combine in a state-wide promotion for the launching of Columbia's "The Guns of Fort Petticoat." Key to exploitation will be the "Audie Murphy Petticoat Brigade Contest," which will start in Houston and move through Dallas and Fort Worth, leading up to the state finals in San Antonio.

Re-schedule 'Seven Wonders'

There will be an 8:40 P.M. Friday evening performance of Low Thomas' Cinerama production, "Seven Wonders of the World" at the Warner Theatre here starting Friday, replacing the previous 7:30 and 10:00 P.M. Friday night schedule. Also cancelled is the Saturday night 11:40 P.M. performance.

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Television Today

RCA Color-TV Group to Japan

A million-dollar color television caravan of the Radio Corporation of America has left the United States for Tokyo to bring to the people of Japan the first RCA color TV demonstrations to be seen in the Far East. This was announced yesterday by A. F. Watters, vice-president and operations manager of the RCA International division.

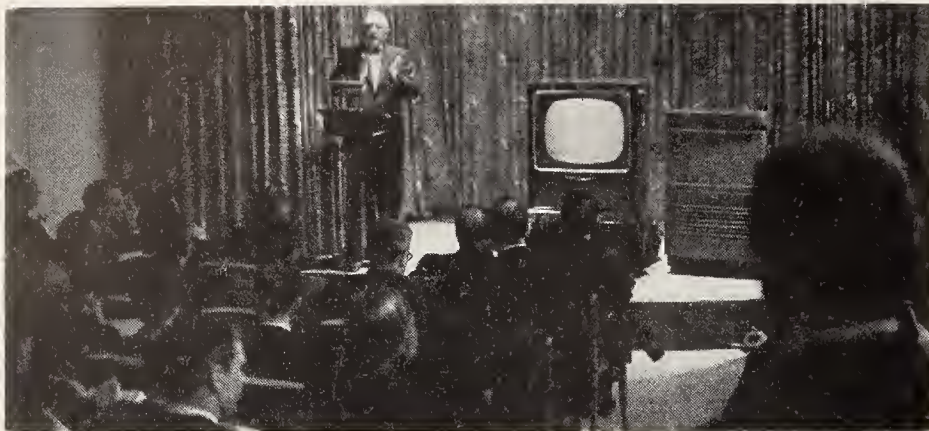
The showing of RCA color television in Tokyo, Watters stated, has been arranged through the International Office of Trade Fairs, United States Commerce Department, to be a feature of the American exhibit at the International Trade Fair.

The Tokyo-bound RCA equipment includes full color TV studio facilities, two camera chains, lighting and testing apparatus, film transmitting facilities and two fully equipped, specially built mobile units.

ABC Announces New Television Rate Card

A new ABC television rate card was announced yesterday by Sloeum Chapin, vice-president in charge of sales for the ABC Television Network. "Several features of the new rate card (No. 7) present special advantages," Chapin noted, "for nighttime advertisers effective March 1, and for daytime advertisers effective Sept. 1."

For the daytime advertisers, ABC Television has established the new and exclusive Class D rate at 33.3 per cent of the evening rate, effective Sept. 1, 1957. The rate covers daytime periods, Monday through Friday before 5 P.M.



TELEVISION TODAY pictures

"It's real hard," Ed Stanley told NBC brass, big-time educators, and selected communicators, the opinion makers, Monday evening at the Johnny Victor Theatre in Radio City. It's the matter of translating very often abstract ideas into tangibles entertaining or at least impactful. The NBC manager of public service programs was referring to the prestige series which began that evening, the network's "first electronic classroom," serving 23 educational stations. He said he found introduction of performing artists to education added a dimension, and for instance defied anyone to drowse through a lecture on American literature with readings by Ed Begley, and Julie Harris. That's Miss Harris at the right. The five-days-a-week live telecasts cover The American Scene, Geography For Decision, Mathematics, The American Government, and



Opera History. Co-sponsor, the Educational Television and Radio Center, Ann Arbor, Mich.—F. S.

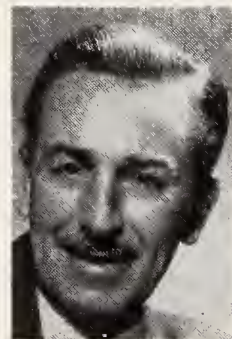
One Man's TV Views

By Pinky Herman

AFTER almost 29 consecutive years on radio and a simulcast feature since Sept. 5, 1949, the Firestone Tire & Rubber Company's multi-prize-winning musical "Voice of Firestone," has again renewed its ABC contract. Program will take a summer hiatus June 10 for the first time in its history and will return to a new time on Sept. 9. On its return, it will drop its radio and will be seen every Monday evening over the ABC channels from 9:00-9:30 with a slightly altered format. . . . The new "three-dimensional character," named "Gumby," often on the "Howdy Doody" series and created by Art Clokey, will be seen Saturdays at 10:30 A.M. NBC commencing this Saturday, sponsored by the Sweets Co. of America, with Roger Muir and Bob Hultgren, producer and director, respectively.



Undoubtedly you have read here and elsewhere glowing descriptions of Walt Disney's fabulous (what an understatement—indescribable is the better adjective) Disneyland. Our old friend Ernie Stern, during lunch at the Brown Derby last week, arranged for us to visit Disney's WHIZ-neyland and before we delve into the hundreds of letters and the maze of other TV data and news that have accumulated on our desk, we just want to say here and now, that a new wonder has been added to the list and henceforth there are "eight wonders in the world." . . . Leland Hayward, whose Ford Fiftieth Anniversary Jubilee, co-starring Ethel Merman and Mary Martin and many other glittering names of the motion picture and TV fields, proved the fore-runner of later television spectaculars, has been signed to an exclusive 5-year contract by CBS to produce one 90-minute program a year and to create at least one new program series per year, effective immediately.



Walt Disney

French Fight

(Continued from page 1)

Paramount is asking for first-run engagements of the film are 50 per cent rental and another 20 per cent publicity. Neighborhood theatres being asked for 30 per cent plus additional 20 per cent.

Exhibitors say quite frankly they cannot afford to carry the cost of such "super-productions." Their current action is regarded as representing a serious threat to the distribution of "War and Peace" throughout France.

Say Novelty Has Worn Off

In explaining their action, exhibitors point out that when the new techniques were first introduced they agreed to an increase in rentals because they regarded that as part of the "experimental stage." But today they assert, the new techniques do not mean as much to the public, who will no longer pay a high admission price for special films. Thus exhibitors cannot afford to pay high rentals, they declare.

An international meeting of exhibitors is scheduled to take place here next month, and it is expected that a subject on the agenda will be an examination of the possibilities of exhibition collaborating in the production of new films. Local exhibitors feel that by such a move on an international scale they can exercise some influence over production — enough, perhaps, to save them from today's increasing rental percentages.

Attempts to reach officials of Paramount international in the New York office late yesterday for comment on the action by French exhibitors were unsuccessful. George Weltner, president, is currently on a tour of South America, and James E. Perkins, executive vice-president, is in Hollywood.

'Allison' Coverage Set

Five-way international and domestic TV and radio coverage will be afforded the world premiere of 20th Century-Fox's "Heaven Knows, Mr. Allison" at the Roxy Theatre here Thursday.

It will include Ed Sullivan film celebrity interviews for his CBS-TV show this Sunday evening; Texaco Jinx, tape recording interviews for their NBC radio program; and NBC "Monitor" represented with a crepe-taping conversation with stars.

Canadian Imports Up

OTTAWA, March 12 — Import of films into Canada jumped up to \$11,300,000 during the first 11 months of 1956 from \$9,936,000 during the same period of 1955, according to Canadian government reports.

NFS Signs 2 WB

National Film Service, Inc., has taken over physical handling for Warner Bros. in Des Moines and Omaha. The film service organization handles WB in Butte and Denver as well.

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REVIEWS:

Lost Continent

Bonzi—Lopert Films

This film, the first Italian production in CinemaScope, was shot on location in Indonesia. The film was honored at the Cannes and the Berlin festivals of 1955. Count Leonardo Bonzi, the producer-director, and his directorial associates, Mario Craveri, Enrico Gras, Giorgio Moser and Francesco Lavagnino, joined with cameramen Gianni Raffaldi and Franco Bernitti and editor Mario Serandrei to create an interesting 64 minute travogue (with commentary in English) that catches sights and sounds, the atmosphere and way of life of this fascinating corner of the world.

The streets countryside and people of Borneo, Java, Bali are surveyed. Rice plantings, harvests, religious customs and ceremonies, bull races and boxing matches — all are shown, and I catch the elusive, exotic spirit of these people, who have an individuality that is all their own. Some of the scenery is gorgeous and the color effects are often handsome. The head-hunting Dyaks of Borneo star in some enchanting footage, and the essence of the people and their native customs are gotten across quite ably.

An Astra Cinematographica-Leonardo Bonzi Production, the film is being released in this country by Lopert Films. It is in Technicolor. Running time, 64 minutes. General classification. Release, in March.

LAWRENCE J. QUIRK

Zombies of Mora-Tau

Over—Columbia

The "living-dead" are on the prowl again—glassy eyes, stiff legs and evil intentions all intact—in "Zombies of Mora-Tau." One aspect is different, however; these zombies spend a great deal of their time under the water off an obscure coast in Africa where they are guarding a fortune in diamonds the hull of a sunken ship.

This underwater activity is no trouble at all for the zombies who, being dead, don't have to breathe anyway. But it certainly makes it hard

for such "live" people as Gregg Palmer and Joel Ashley, who want to recover the diamonds and discover what the only weapon that is of any effect in fighting zombies is fire. It takes an unconscionable time for Palmer and Ashley to deduce the obvious: The best way to create flame

Exhibitor's Tribute

'21' Quiz Winner

When Mrs. Vivienne Nearing, member of the Warner Bros. home office legal department, became the new champion on the television quiz show "Twenty-One," an exhibitor in 10 Ninth Ave. remarked:

"No wonder you can't win a contest argument there. She knows all the answers."

EDITORIAL

(CONTINUED FROM PAGE 1)

give no sign that they have noted the changes which have taken place. Perhaps because they visit a theatre too seldom.

• •

Over the years, this attitude of superiority toward the motion picture has been injurious to a marked degree. There are some writers who by merely using the name Hollywood manage to convey an implication of cheapness, artificiality, artistic failure and moral and cultural poverty.

Others will go out of their way to disparage anything pertaining to motion pictures, where no reference to them was required. Recently, the New York Daily News' John Chapman was to be found gratuitously demeaning even the motion picture fan, or patron. Discussing the relative popularity of opera stars Maria Callas and Renata Tebaldi, Chapman found it necessary to go outside the rarefied atmosphere in which grand opera dwells for an example of the enthusiastic following he was reporting for Tebaldi at one theatre, the Metropolitan.

"Tebaldi's following," he wrote, "is not the raggedy-tailed pack of autograph hounds who yipe at the heels of the average movie star or temporary celebrity. It is a following which knows and loves operas."

It struck an odd note in the columns of the tabloid whose whole success is built upon a consciousness of what the man in the street—not at the Metropolitan—is interested in.

• •

Nor is the Chapman quotation an extreme example.

It is symptomatic of an attitude toward motion pictures, as such, which is widespread among writers for the public prints. It is quite possible that it is a carryover from the war and early post-war years when films were plentiful and film quality was wanting.

Many such opinions can be changed to the immense benefit of the motion picture and the theatre merely by inviting the opinion-makers into the theatres and projection rooms to witness for themselves what has been going on in the world of films in the years that they have been avoiding them.

MGM Slates

(Continued from page 1)

Vintage." May: "Tarzan and the Lost Safari," "This Could Be the Night," and "The Little Hut." June: "The Seventh Sin" and "Something of Value." July: "Man on Fire" and "Silk Stockings."

The reprints to be made available are "Gaslight" and "The Postman Always Rings Twice" in April and "The Bride Goes Wild" and "Our Vines Have Tender Grapes" in June.

under water is by acetylene torch. They do this, and the treasure is theirs.

But not for long, however. Autumn Russell, a pretty girl with a conscience, convinces Palmer he will never be happy being rich. So in a gallant gesture she tosses the diamonds into the sea so that the souls of the zombies can find peace.

This is, in short, a routine zombie picture, perfunctorily written and performed, which will appeal to audiences who like such things. It was produced by Sam Katzman and directed by Edward Cahn from a screen play by Raymond T. Marcus. It is being made available to exhibitors by Columbia in a "horror package" along with "The Man Who Turned to Stone."

Running time, 70 minutes. General classification. Release, in March.

R. D.

REVIEW:

Phantom Stagecoach

Columbia

HARTFORD, March 12

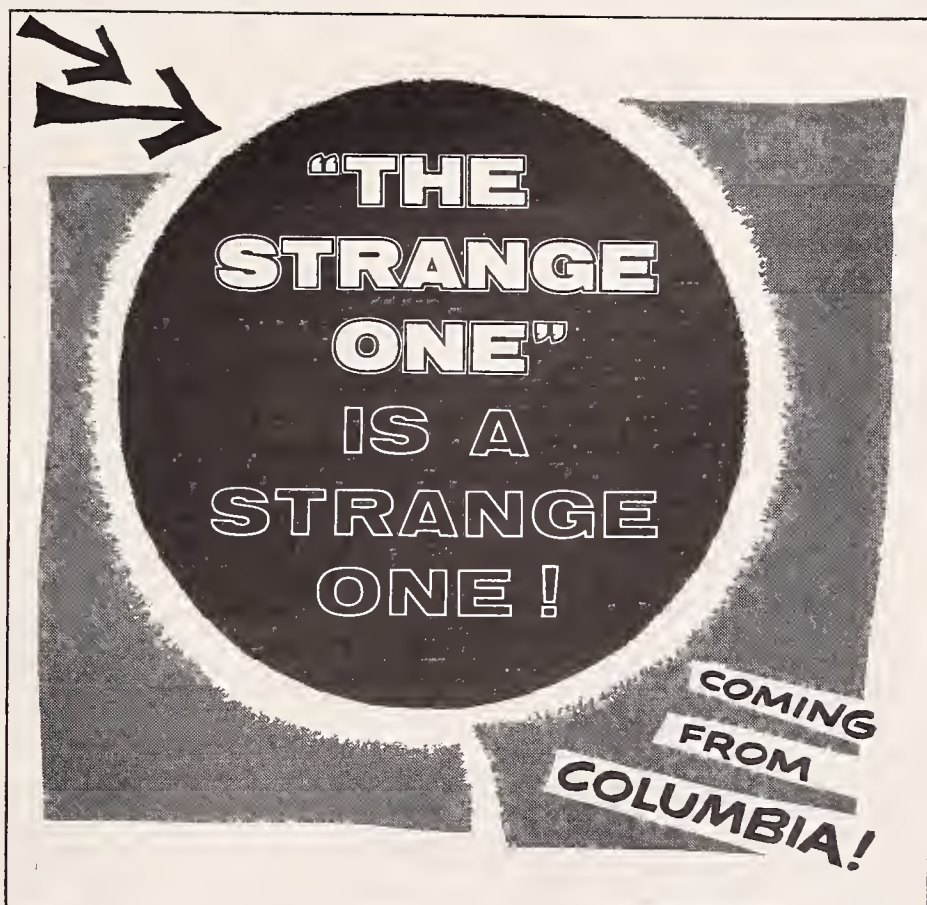
This Western, which has several commendable departures from the traditional introduction, developments and resolution is a briskly-paced vehicle for the talents of William Bishop, Kathleen Crowley and television's famed "Capt. Midnight," Richard Webb. Wallace MacDonald produced and Ray Nazarro directed. The script came from the pen of David Lang.

Bishop, Wells Fargo agent, is sent into a period western setting to investigate reports of outlaws terrorizing Frank Ferguson's stagecoach line. He learns that Webb, a Ferguson driver, is aiding and abetting the renegades in their effort to drive Ferguson out of business. and then, in one of Lang's better plot situations, Webb's outlaw unit builds a steel-armored stagecoach, slotted for rifle fire, for attack on the Ferguson line. Bishop and a posse give chase, eventually finding the phantom raider.

Webb, in love with Miss Crowley, niece of Hugh Sanders, topkick of the renegade element, goes full circle, deserting his new-found coterie in favor of an assist for Ferguson. Sanders and his band are wiped out, but Webb loses Miss Crowley finally to Bishop.

Running time, 79 minutes. General classification. Release, in March.

A. M. W.



Sweepstakes

(Continued from page 1)

traced to the contest. A \$100 first prize and theatre passes to all first runs are being given as prizes in Memphis.

Manager Eli Arkin, Warner, said: "There is a good deal of interest in the contest and it is picking up. We do not really hope to show an attendance gain this year. But it will create more interest among patrons about motion pictures. The good results may be felt as long as 25 years in the future."

Sees 'Lively Interest'

Manager Arthur Groom, Loew's State, said: "Our regular patrons are showing a lively interest. I don't see how we could attribute any increased attendance to the contest. But it has goodwill all the way around and is a good thing."

Manager Ray Thome, Malco, said: "There is a good deal of interest among our patrons. It will do us some good, I feel sure."

Strand Theatre reported the "kind of people who have been at Strand to see The Ten Commandments during the past two weeks are not all regular movie patrons and we think other theatres would be a better test."

Loew's Palace reported "a slow start on the sweepstakes but it will pick up. There is no real way to measure any increased attendance from it but the goodwill is here."

Scottish Exhibitor

(Continued from page 1)

the very uncertainty of it all—provides that incentive which has produced such great showmen as Barnum, Charles Cochrane, Ziegfeld, Cecil B. DeMille, and many others."

Poolc said these men had no subsidies to soften the financial blow of a flop. He warned the British government to beware lest the British film production subsidy merely act as a sedative.

"It would also be wise to remember that, when J. Arthur Rank, some years ago, during an embargo on American film imports, attempted to step-up British film production beyond its capacity, it was brought home to him very painfully that films cannot be produced like bags of flour, and the entire British film industry came close to collapse."

C. C. Charles Dies

ORLANDO, Fla., March 12.—Services were held in a local funeral home today for Charles C. Charles, former Ross Federal Service branch manager in Albany and one-time film salesman, who died Sunday at Orlando Memorial Hospital. Seriously injured in an automobile collision eight years ago, while en route from Albany to Smalley Theatres offices in Coopers-town on a screen-advertising mission, Charles was hospitalized for some time. He had since lived in Florida. A wife and sister survive. Interment was in Miami.

REVIEWS:

Last of The Badmen

Allied Artists—CinemaScope

HOLLYWOOD, MARCH 12

WITH GEORGE MONTGOMERY at his proficient best in the top role of a screenplay that gives strong assignments to all its principals, this production in CinemaScope and Deluxe color comes to market qualified by over-all excellence, and particularly by a skillful use of off-screen narration. It should give gratifying account of itself in all locations and in all manners of billing. It is a sterling credit for producer Vincent M. Fennelly, director Paul Landres, and for Daniel B. Ullman and David Chandler, who wrote the script from a story by the former.

The time is 1875, the place in and near a small town in Missouri, and the Chicago headquarters of an organization referred to as the Chandler Detective Agency. The picture opens suspensefully on a dawn delivery from jail of a wanted-outlaw by bandits he does not recognize but joins up with forthwith. The gang then commits a series of holdups, masking all its members but him, and the price on his head goes up after each crime. When it has gone high enough to suit the top bandit, he is killed for the reward money.

After this brisk beginning, the audience learns the man released from jail was a detective planted there by the Chandler agency, which thereupon sends another detective (played by Montgomery) to undergo the same jail-delivery in order to gain evidence. The agency also sends other detectives into the area, to cooperate with Montgomery, but they are unsuccessful, with Montgomery's life endangered the while, until it's discovered that the town marshal is the actual bandit leader (a story twist that hasn't been used outrightly for a good many years, and therefore packs more impact than it otherwise might).

James Best, Douglas Kennedy, Keith Larsen, Robert Foulk, Willis Bouchee and John Doucette are principals whose performances add materially to the naturalness of the production.

Running time, 80 minutes. General classification. Release, in March.

WILLIAM R. WEAVER

Spring Reunion

Bryna—United Artists

AFTER AN ABSENCE of five years (her last picture was "Somebody Loves Me" in 1952) Betty Hutton returns to the screen in this mild comedy-romance about the reunion of a high school class 15 years after graduation. This is a more mature and matronly Betty Hutton; the frenzied energy is gone, and she has settled down to the task of doing a "straight" job of acting, opposite Dana Andrews, in a role which permits only one quiet song.

Once the initial shock has worn off, her fans can appreciate the new Hutton. For she gives an attractive and capable performance suggesting that, were she provided a part with some meat on it, she could dig into it deeply indeed.

In that respect "Spring Reunion" is, alas, virtually a famine, for it is a slight and predictable story dealing with one-dimensional characters. Miss Hutton plays a woman of 33 who had been voted the "most popular girl" in her high school class. Andrews had been named "most likely to succeed." In the meantime neither has married; he, because he likes to wander; she, because she had wanted to try a career. That these two will get together romantically is plain from the start, and their merger comes complete with the clichés of a hectic, one-night courtship and a last minute misunderstanding.

In a sub-plot Jean Hagen, a fine actress also missing from the screen of late, appears as a married woman unaccompanied to the school reunion by her husband and almost drawn into an affair with another man. The latter is played by Gordon Jones.

A Bryna Production, the film was produced by Jerry Bresler and directed by Robert Pirosh, who also wrote the screenplay in collaboration with Elick Moll.

Running time, 79 minutes. General classification. Release, in March.

RICHARD GERTNER

Allied Urges

(Continued from page 1)

theatres for selling soft drinks, popcorn and other comestibles," the allied bulletin points out.

It suggests that not only produce distributors and theatres use institutional advertising in a similar vein, but also equipment suppliers, refreshment manufacturers and all those who have a stake in theatre attendance.

"Maybe if the exhibitors properly express their appreciation," it observes "the suppliers can be induced to mention the theatres frequently in their ads and thus spread the benefit over the entire year."

'All Who Make Money'

"The theatres are valuable retail outlets for many concession items and manufacturers and vendors thereof can help keep those outlets open and prosperous by giving them favorable mention in their advertising. All who make money out of the movies have a stake in the perpetuation of the theatres and should do all they can to stimulate theatre attendance.

"The systematic disparagement both the pictures and the theatres in recent years has cost the theatres vast amount of patronage. This has reached a point in some communities where it is considered not quite normal to go to the movies. In order to regain that mid-week adult attendance which has almost disappeared, the public must be assured not only that the pictures are good, but that the theatres are clean, comfortable and orderly. Coca-Cola has done much to convince the public that 'It's Smarter to go to the Movies.'

Plan Telemovies

(Continued from page 1)

this city, it has been announced by Bill Bartlett, manager of the local theatre group. The test of the closed-circuit TV for homes is expected to take place in this area by January 1958, Bartlett added.

Similar set-ups are presently under construction in Bartlesville and Enid, Okla.

New Dallas Firm

(Continued from page 1)

Executive vice-president of the First National Bank of Grand Prairie, the officers of the new corporation include John Graham, president, and Ray L. Miller, treasurer. Graham, who is resigning from the American Broadcasting Company in New York to accept the position of president, stated that cameramen would begin to roll in May on properties already acquired and developed.

Velde Optimistic

(Continued from page 1)

Over Texas and Oklahoma. Velde predicted this year would be the "best yet" with conditions in the industry increasingly on the upgrade.

R. J. O'Donnell of the Interstate Circuit, acting in behalf of Gov. Price Daniel, presented Velde with an honorary citizenship of the state of Texas.

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That
Is News

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QP

V.L. 81, NO. 50

NEW YORK, U.S.A., THURSDAY, MARCH 14, 1957

TEN CENTS

tax Edict Revised

ase IRS Rule on Talent-Pact Corporations

Re-Defined 'Personal Building Company Income'

From THE DAILY Bureau

WASHINGTON, March 13 — The Internal Revenue Service today announced it will modify somewhat its earlier proposed regulations on the treatment of personal service contract corporations.

The modifications would meet the objections—but not too greatly—the objections raised against the earlier regulations by spokesmen for motion picture and television industry groups.

Personal service contract corporations are devices set up by stars, producers, directors and other big-name players. (Continued on page 7)

3-PT Ordered to Sell Most of Its Theatres

From THE DAILY Bureau

WASHINGTON, March 13.—Justice Department officials said the New York District Court had entered an order aimed at winding up the divestiture required of American Broadcasting-Paramount Theatres.

3-PT has one theatre remaining of those required to be sold under the order. (Continued on page 4)

Refuse to Block Plans To Sell Aniline Control

From THE DAILY Bureau

WASHINGTON, March 13.—U. S. District Court Judge David A. Pine refused to block government plans to control of General Aniline and Chemical Corp. His decision will certainly be appealed by Interhandel, Inc., a Swiss firm. (Continued on page 7)

Television Today

Page
4

Asks Public to 'Rise in Protest' Against Renewed Toll TV Drive

By J. A. OTTEN

WASHINGTON, March 13—Rep. Radwan (R., N.Y.) called on the public to rise in protest against a renewed drive to authorize subscription television. In a statement inserted in the Congressional Record, Radwan said toll TV reminded him of a favorite Victor Borge story—about an uncle who invented a cure for which there was no disease, and then his aunt caught the cure and died.

"That is exactly what pay television represents," he said, "a cure for which there is no disease. It is up to you, the viewing public, and us, your representatives, to see that you are not hurt by the cure. An aroused public is a tremendous force. When this scheme was first suggested, letters to the FCC were 16 to 3 in favor of pay TV. Since the true picture has been brought home to the public, the voting has been 9 to 1 against."

"Your letters have helped to bring about this shift. Together, we can lick this thing."

Radwan's statement was entitled "Scrambled Phony Vision Rears Its Ugly Head." It was occasioned by press reports that the Senate Commerce Committee was expected to recommend a full-scale test of toll TV. The Committee has not approved the test. (Continued on page 7)

Business Fund Meeting Held

Financing of the joint industry business building program was discussed last night at a Hotel Sheraton Astor meeting of representatives of exhibition, distribution and the Council of Motion Picture Organizations.

Ernest G. Stellings, president of Theatre Owners of America, who came to New York for last night's meeting. (Continued on page 7)

MPEA Agrees to Extend Belgian Film Agreement

The board of directors of the Motion Picture Export Association has agreed to extend its agreement with Belgium which expired last Feb. 28, for an additional two years, according to an MPAA official. Formal signing of the extension is expected next month. (Continued on page 7)

Will Seek to License Cook County Drive-Ins

From THE DAILY Bureau

CHICAGO, March 13—State legislation to give Cook County authority to license and regulate drive-in theatres has been asked by members of the legislative committee. Cook County Commissioner Elizabeth A. Conkey of Chicago, who spearheaded the move, said lawyers were instructed to draw up such a bill to be introduced to the legislature.

The Cook County Board incorporated a request for the right to censor films shown at all outdoor theatres. Commissioner William N. Erickson, chairman of the legislative committee, said the sheriff has authority to police drive-ins, but the county has no censorship control over the type of movies shown.

Rackmil Says:

Universal Film Backlog to TV By Lease Only

Directors, Officers Named At Annual Meetings Here

By LESTER DINOFF

Universal Pictures will sell its pre-1949 feature film library to television under "leasing agreements only and in no case give up its rights to the product" as required in outright sales, according to Milton R. Rackmil, president. He informed company stockholders yesterday that the inherent value of the catalog has increased in the past year "from five to 10 million dollars."



Milton Rackmil

Rackmil, presiding over the annual meeting of Universal holders at the organization's home office here, declared that "we have received any number of offers for our library and we are investigating all of them. We could have sold our library last year, but the company then felt that the time wasn't right."

The company head told stockholders. (Continued on page 4)

Johnston Studies Moves To Have UA Rejoin MPA

Eric Johnston, president of the Motion Picture Association of America, is giving active consideration to seeking to have United Artists Corp. rejoin the MPAA as a full-fledged member, it was learned here yesterday.

Johnston, who will arrive in New York from Washington tomorrow, is expected to approach UA before he leaves for Europe on April 10. UA, which resigned from the MPAA in late 1955, has taken part in all MPAA activities despite its non-membership.

40 Newspapers Aiding Canadian Sweepstakes

Special to THE DAILY

TORONTO, March 13.—Nearly 500 theatres and 40 newspapers in Canada are working together to make a success of the Oscar Sweepstakes, H. C. D. Main, national coordinator, said today. The newspapers are cooperating with spreads of pictures and stories. (Continued on page 7)

Favorably Report Bill To Hike N.Y. Film Fee

Special to THE DAILY

ALBANY, N. Y., March 13 — The Assembly Committee on Public Education has favorably reported the Waters Bill, to amend the education law by increasing from three to four dollars per thousand feet the fee collected by the State Education Department's Motion Picture Division for licensing original film, but decreasing the charge for prints from \$1.50 to \$1.00. (Continued on page 7)

PERSONAL MENTION

C. J. LATTA, managing director of Associated British Picture Corp., returned to New York yesterday from the West Indies via B.O.A.C.

HARRO V. ZEPPELIN, manager of Westrex Company, Asia, a subsidiary of Westrex Corp., has arrived in New York from the Far East.

NORMAN W. ELSON, president of Embassy Theatres, will leave here today for Europe.

SAM ZIMBALIST, M-G-M producer, will arrive in New York tomorrow from Hollywood.

RONALD REAGAN on June 9 will receive the degree of Doctor of Humane Letters from his alma mater, Eureka College of Illinois.

DAVID SUSSKIND, producer, returned to the Coast yesterday from New York.

EUGENE PLESSETTE, managing director of the Brooklyn Paramount Theatre, has been invited by the Motion Picture Council of Brooklyn to deliver a series of talks on the motion picture industry.

BARNEY PITKIN, former Connecticut branch manager for RKO Radio, has left Hartford for a vacation in Florida.

Pathe Sues Ticktin

LOS ANGELES, March 13.—Pathe Laboratories, Inc., today filed suit in the Supreme Court for Los Angeles County against Theodore J. Ticktin and others, claiming that its rights in the picture, "Fury in Paradise," are superior to those of Ticktin. Ticktin recently bought the picture at foreclosure sale, but Pathe claims that Ticktin's purchase was subject to pledge and assignment of the picture and its copyright to Pathe. Pathe contends that exercise of any rights in the picture through Ticktin will infringe upon its rights.

Jack A. Safer, 57

INDIANAPOLIS, March 13.—Jack A. Safer, 57, owner of Safer Film Distributors, Inc., here, who died at St. Vincent's Hospital in New York Sunday after a long illness, was buried there. Safer lived in Indianapolis for six years. The widow, Mrs. Frances Safer, survives.

Merchants Reopen 3 Closed Iowa Theatres

Special to THE DAILY

MINNEAPOLIS, March 13.—Businessmen in Garwood, Pella, and Sumner, Ia., have turned showmen, taking over the management of shuttered motion picture theatres in their respective towns and will operate them as business boosters. The three theatres are among six in the upper midwest which are reopening. In four other rural towns, owners have closed theatres because of poor attendance.

In Sumner, Ia., a group of businessmen have organized the Sunset Theatre Co., and have purchased the property from Harry Pace, who has operated the house since 1944. Actual operation of the Sunset has been turned over to William DeHaven and Fred Yungtum. At Garwood, Ia., the Garnaville business council has completed plans for weekend operation with council committee handling the operational chores. The Pella, Ia., chamber of commerce has leased the Holland theatre building, purchased the equipment and is in operation with the cooperation of local college students.

The State Theatre, Elk Point, S. D., has reopened under the ownership of the local VFW post and management of James Robertson. Other theatres reopening include the Lennox, Lennox, S. D., and Dallas, Dallas City, Ia. In Vinton, Ia., Ernie Kammerer, manager of the Palace Theatre, reported an increase in theatre attendance.

Closing are the Gem, Waterville, Minn.; Gibbon, Gibbon, Minn.; Orpheum, Centerville, S. D., and Capitol, Bristol, S. D.

Red Cross Tie-In With 'Spirit' Exhibit

A special Red Cross Blood Bank appeal and rally took place yesterday next to the Spirit of St. Louis airplane now on exhibition in Times Square here, in connection with the current Air Force recruiting drive and the 50th anniversary celebration of the Air Force.

The plane, a replica of the one in which Charles A. Lindbergh made his trans-Atlantic flight, was used in the motion picture, "The Spirit of St. Louis." The Air Force is also distributing 500,000 copies of a special brochure during the exhibition. It contains information relating to the plane and the film.

AB-PT Dividend

Directors of American Broadcasting-Paramount Theatres yesterday voted to pay a dividend of 25 cents per share on the company's common stock on April 20 to holders of record on March 26.

See Distribution 'Streamline' Survey Completed by May

The Booz, Allen and Hamilton survey of the distribution companies, which has been contracted for by the Motion Picture Association of America with a view to streamlining company home office and field operations, is expected to be completed by May, it was reported here yesterday.

The management consultant organization, which was retained by the MPAA four months ago, has been visiting the distribution companies' home offices here and exchange and branch offices around the country on phases of the survey.

Allied Artists Appoints Two Branch Managers

Allied Artists yesterday appointed two new branch office managers—W. G. Carmichael, former AA branch manager in Oklahoma City, Okla., has been named Charlotte, N. C., branch manager, and Ben Jordan, formerly a salesman in AA's Atlanta office, moves up as branch manager in Oklahoma City. Carmichael replaces F. E. Dyer, who has resigned.

It was also announced that, in order to establish closer control over branch operations and maintain more direct contact with exhibitors, Arthur Greenblatt, special home office sales representative, has taken on the additional duties of directing operations in the Atlanta, Charlotte and Jacksonville branches.

Dallas Studying Pleas For Closed Circuit TV

Special to THE DAILY

DALLAS, March 13. — The City Council of Dallas has taken under advisement applications filed by four organizations for permission to operate on a coaxial cable in bringing motion pictures into the home by closed-circuit television transmission for a fee.

The applying organizations are Interstate Circuit, Rowley United Theatres, Weisenberg Theatres and Midwest Video Corp., the latter through its subsidiary, Capital Cable Corp. Interstate has also filed similar applications in more than 20 cities of the state, while Weisenberg has filed also in Amarillo, Wichita Falls, Arlington, Sulphur Springs and Mesquite.

Midwest Video is the only one of the four companies to have filed thus far in the capital city of Austin, but an application is expected there this week from Interstate for permission to build transmission facilities to make its projected home television service state-wide.

NEWS ROUNDUP

Mexico Film Bank Capital

The Mexican industry's own Banco Nacional Cinematografico, earned a profit of \$140 in February, it has been disclosed by Eduardo Garduno, director general. The capital of the bank, he said, now \$9,100,000, whereas in 1937 was \$3,500,000.

AnSCO Has New Color Film

A new color film, called Supercochrome, claimed to be 10 times faster than traditional color films, just been announced by AnSCO, Easthampton, N. Y. The new film, says the manufacturer, is so color sensitive, it can be used to make color shots by light of an ordinary 40-fluorescent tube or by the day coming through a window.

Loew's State Books 'Fear'

Paramount's "Fear Strikes Out" open here on March 20 at Loew's State Theatre.

Filmack Has New Monthly

A pocket-size edition of Film Trailer Company's "Inspiration" monthly, is being mailed from Chicago headquarters of the company to theatre owners and managers. It is also designed to interest advertising agencies and managers, as well as TV stations.

Three Drive-ins Go Full Time

Three Long Island drive-in theatres operated by Prudential Theatres are on full-time, week-long schedule for the remainder of the spring-summer-fall season. The theatres are the Sunrise, Bay Shore; the Commack, Commack; and the Massapequa, Massapequa.

Zanuck to Direct

Darryl F. Zanuck will personally direct the French sequences with Jeanette MacDonald in his production of "Sun Also Rises," in his second independent film for 20th Century-Fox lease. The film begins shooting in Paris tomorrow.

Chicago Calo Reopens

CHICAGO, March 13.—Al Solsky, owner of the building housing the closed Calo Theatre, has reopened the house under his own management.

WARNER BROS. WILL TRADE SHOW IT MARCH 20TH AND "IT WILL LIFT YOU RIGHT OUT OF YOUR SEAT!"

N. Y. DAILY NEWS



'ONE OF THE BEST FILMS
EVER MADE!' - 'AS GRIPPING
AS IT IS NOSTALGIC!' - 'AN
EPIC FILM -- FINE TO SEE!'
'EXCELLENT!' - 'SUSPENSE
IS WELL NIGH SHATTERING!'

ALBANY
20th Century-Fox Screening Room
1852 Broadway • 8:00 P.M.
ATLANTA
20th Century-Fox Screening Room
197 William St. N.W. • 2:00 P.M.
BOSTON
20th Century-Fox Screening Room
115 Bay • 2:15 P.M.
BUFFALO
Molan Picture Operatic Hall
498 Pearl St. • 8:00 P.M.
CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.
CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.
CINCINNATI
870 Palace Th. Screening Room
12 E. 6th St. • 8:00 P.M.
CLEVELAND
20th Century-Fox Screening Room
2199 Pearl Ave. • 2:00 P.M.
DALLAS
20th Century-Fox Screening Room
20th Century-Fox Screening Room
2711 East Ave. • 2:00 P.M.
DENVER
Ogden Theatre
935 E. Colfax Ave. • 2:00 P.M.
DES MOINES
20th Century-Fox Screening Room
1300 High St. • 12:45 P.M.
DETROIT
20th Century-Fox Screening Room
2711 East Ave. • 2:00 P.M.

JAMIES STEWART

roaring out of the
Roaring 20's as 'Lucky Lindy',
his role of roles!

The Spirit of St. Louis

BASED ON THE PULITZER PRIZE BOOK BY
CHARLES A. LINDBERGH
IN CINEMASCOPE AND WARNERCOLOR
SCREEN PLAY BY BILLY WILDER AND WENDELL MAYES
PRODUCED BY LELAND HAYWARD
DIRECTED BY BILLY WILDER
MUSIC COMPOSED AND CONDUCTED BY FRANZ WAXMAN

INDIANAPOLIS
20th Century-Fox Screening Room
328 No. Illinois St. • 1:00 P.M.
JACKSONVILLE
Florida Theatre Bldg. 3d. Fl.
128 E. Forsyth St. • 2:00 P.M.
KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.
LOS ANGELES
Fox Westcott Screening Room
1837 S. Vermont Ave. • 2:00 P.M.
MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 3:00 P.M.
MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 8:00 P.M.
MINNEAPOLIS
20th Century-Fox Screening Room
1015 Centre Ave. • 2:00 P.M.
NEW HAVEN
Stanley Warner Screening Room
70 College St. • 1:30 P.M.
NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 2:00 P.M.
NEW YORK
Home Office
321 W. 46th St. • 2:15 P.M.
OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 10:00 A.M.
PHILADELPHIA
Universal Screening Room
251 No. 13th St. • 11:00 A.M.
PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of the Allies • 1:30 P.M.
PORTLAND
Twenty-First Avenue Theatre
416 N.W. 1st Ave. • 2:00 P.M.
SALT LAKE CITY
20th Century-Fox Screening Room
216 East 1st South • 1:00 P.M.
SAN FRANCISCO
Republic Screening Room
221 Golden Gate Ave. • 1:30 P.M.
SEATTLE
Egyptian Theatre
20th Century-Fox Screening Room
1:00 P.M.
ST. LOUIS
Art Theatre
1:00 P.M.
WASHINGTON
Stanley Warner Screening Room
13th & E. St. N.W. • 10:30 A.M.



Televisión Today

'Centennial' Dinner Pays Tribute To 'Oldest Living Comedy Writer'

By SAMUEL D. BERNIS

HOLLYWOOD, March 13—If anyone had offered 1,000 to 1 odds that the Screen Writer's Guild show at the Moulin Rouge last week could be topped, we would have lost the bet.

SWG's personalized, satirical presentation of timely topics affecting the industry, with screen names like Burt Lancaster, Joan Collins and Jayne Mansfield joining the writers in songs and sketches, is bound to put the tickets for this annual shindig in the premium class. Marilyn Maxwell's delivery of special song material, lampooning industry names, in a "take-off" on Louella Parsons, was the biggest show stopper—with all due respect to Groucho Marx and George Seaton's spotlights during the dinner affair.

But, the surprise climax to the week's activities, heralded as "The First Lipscomb Centennial"—a testimonial dinner to Alan Lipscomb for being "the oldest living comedy writer," resulted in a hilarious *la mode* topping to the SWG event.

A Gag of Gagsters

The idea started as a gag by a group of gag writers who called themselves "The Alan Lipscomb Committee To Perpetuate The Name Of Abe Lipshutz." . . . Four weeks later, nearly 100 of that pun-loving group of TV deadline fighters parted with 20 bucks a piece to pay homage to their beloved Dean Of Wit in Chasen's back room. This was our first experience, apparently theirs too, of what could take place at a convention of comedy writers.

Dais speakers Seaman Jacobs, Hal Kantzer, Ed Wynn, Larry Rhine, Parke Levy and Irving Brecher became the target of bullet-like ad libs from the ringsiders, but proved their mettle with counter-punchlines that kept the hep crowd of hecklers in howling hysterics.

Lippy's Years Supply Theme

Highspot during the cross-current of "stag-gering" verbage, which had the semblance of a contest between "chiropractors - of - the-funny bones," attempting to outwit each other, was the satirizing of "Lippy's" age in a burlesque version of This Is Your Life.

Ralph Edwards proved himself a good sport by introducing characters out of Lippy's past, including Abe Lincoln, who, it was revealed, was also persuaded to change his name from Lipshutz, and had a father-in-law whose name was Mike Todd.

The guest of honor found it difficult to express himself in printable words for the tribute as "the oldest living comedy writer," but offered mute testimony that he was "the only living comedy writer."

Unique Sponsor Plan For 'Twentieth Century'

A unique sponsorship plan for "The Twentieth Century," a new CBS public affairs film series slated for presentation in the fall, has been announced by Carol M. Shanks, president of the Prudential Insurance Co. of America, and Merle S. Jones, president of CBS-TV.

The series will represent a comprehensive pictorial history of world events since 1900. The plan entails regular sponsorship of a 26-week public affairs program series, plus the first "stand-by" sponsorship of special CBS News shows as world developments warrant.

Disney Show Renewed By Reynolds Metals Co.

The Reynolds Metals Co. announced yesterday that it was renewing its participating sponsorship of ABC-TV's Disneyland for the 1957-58 season. At the same time, Reynolds will drop its sponsorship of the half-hour film series, Circus Boy, seen on the NBC-TV network. The other sponsors of Disneyland who are continuing are Swift, General Foods and General Mills.

Fitzgerald to Ziv

Frank Fitzgerald, former sales executive of MCA and NBC-TV, has joined Ziv's national sales force, according to Walter Kingsley, manager of the Ziv sales division. This brings that branch of Ziv's sales operations to a personnel total of 27 men, covering all of the major advertising centers in the U. S.

Tillman Is Promoted

John Tillman has been promoted to assistant manager of news and special events for WPIX, Fred M. Thrower, vice-president and general manager, WPIX, has announced. Tillman was formerly assistant operations manager.

Universal Dividend

The board of directors of Universal Pictures, at a meeting here yesterday, declared a quarterly dividend of 25 cents per share on the common stock of the company, payable March 29 to stockholders of record at the close of business on March 23.

'U' Backlog

(Continued from page 1)

ers that the sale of old company product to television was a major factor in Universal not renewing its distribution pact with Realart Pictures, which has handled the re-issuing of Universal films.

Rackmil declined to disclose the number of films in the library or what he considers their full value in the present market.

Won't Aid 'Telemovies'

Rackmil also said that Universal will make no films available to wire subscription television tests, referring to the upcoming project in Bartlesville, Okla.

The Universal president informed stockholders, who elected a slate of 10 director nominees by a vote of 905,892 shares as present at the meeting, that Universal's first quarter earnings were down, but that the second quarter earnings will make up for the decline due to the product which the company will release.

Elected as directors of Universal Pictures were N. J. Blumberg, Alfred E. Daff, Preston Davis, Albert A. Garthwaite, John J. O'Connor, Rackmil, Budd Rogers, Daniel M. Sheaffer, Harold I. Thorp and Samuel H. Vallance.

No Decca-Universal Merger

Rackmil, in reply to stockholder questions said that "fifty per cent of Decca Records' earnings come from Universal; there is no probability of a merger between Decca and Universal; Universal is breaking even on its newsreel operations; Universal paid \$1,500 for a 15 per cent interest in Pathe Labs under a new printing contract, five per cent of which is owned by J. Arthur Rank; and that Universal officer salaries in comparison to other motion picture companies are the lowest."

He also said that the Universal agreement for distribution in the U.S. of Rank product expires in November, 1961, and that Universal still has first call on Rank product, despite the newly formed Rank Film Distributors of America. He said the reason why Universal gave up its South American distribution pact for Rank product was that they found it impossible to sell the British film in that market.

Schimmel Explains Reserve Fund

Adolph Schimmel, vice-president and general counsel for the company, told a stockholder that Universal is involved in some 200 anti-trust suits which are still pending and this is the reason why the company maintains a reserve fund of \$3,000,000. It was also stated that Universal has \$5,500,000 frozen in foreign countries.

Peat, Marwick, Mitchell & Co. were designated as independent public auditors of the company. At the meeting there were 906,052 shares or 91.4 per cent of the voting stock in the hands of the public represented.

The newly-elected board of directors

'U' Spent \$2,853,000 On Advertising in '56

Universal Pictures last year spent \$2,853,000 for advertising, Eugene Walsh, vice-president and treasurer told stockholders here yesterday. said in the previous year, 1955, company spent \$3,801,000 for advertising its product.

Order AB-PT

(Continued from page 1)

the original consent decree. This the Paramount Theatre in Omaha, which Justice said AB-PT has not been operating for some time. The Court order would enjoin AB-PT from operating the theatre, and directs the company to sell it for the first reasonable offer.

AB-PT became eligible to acquire new theatres recently when it dissolved its last joint ownership covered by the consent decree. The original decree said it could seek new theatres when all joint ownerships were dissolved; completion of all divestiture was not required. Thus the continuing ownership of the Omaha Theatre does not block AB-PT's right to seek court approval for new theatre acquisition.

Disposal of the Omaha Paramount would complete all divestiture required of all five of the theatre owning producers in the Paramount case, with the divestiture of some 200 theatres. AB-PT was the last firm with theatres to be divested.

of Universal Pictures met yesterday afternoon following the company's annual meeting to elect officers. Officers elected were Rackmil, president; N. Blumberg, board chairman; Alfred Daff, executive vice-president; Adolph Schimmel, vice-president, general counsel and secretary; Felix M. Sommers, treasurer and assistant secretary; vice presidents Charles J. Feldman, Edward Muhl, David A. Lipton and John J. O'Connor; Raymond Milk, comptroller and assistant treasurer; George Douglas and Charles Stingfo, assistant treasurers; assistant secretaries, Morris Davis and Anthony Pet Sommers succeeds Eugene F. Walsh, vice-president, as treasurer. Walsh retiring on April 1.

Universal Won't Purchase Theatres Abroad: Rackmil

Universal Pictures has no plans to purchase theatres in the foreign market, president Milton R. Rackmil told company stockholders here yesterday. "We believe in making pictures for exhibitors and not going into competition with them," he said.

Rackmil, pointing out that Universal will maintain its current production rate, said exhibitors can "expect a good flow of product this coming year."

RANDOLPH SCOTT

T
AUT!
ORRID!
REMENDOUS!

This is the best Randolph Scott adventure in years! It has the kind of suspense, action and all-around production values that your audiences demand! Ask the man from Columbia...he'll be glad to arrange a screening!

THE TALL T

T IS FOR TERROR!

TECHNICOLOR®

co-starring

RICHARD BOONE · MAUREEN O'SULLIVAN · ARTHUR HUNNICUTT

Screen Play by BURT KENNEDY · Based on a Story by ELMORE LEONARD · Produced by HARRY JOE BROWN · Directed by BUDD BOETTICHER · A SCOTT-BROWN PRODUCTION · A COLUMBIA PICTURE

MOTION PICTURE DAILY'S BOOKING CHART

MARCH		ALLIED ARTISTS	COLUMBIA	M-G-M	PARA.	REPUBLIC	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L	WARNERS
		HOLD THAT HYPNOTIST Huntz Hall, Stanley Clements — 61 min.	FULL OF LIFE Judy Holliday, Richard Conte — 91 min. (Rev. 12/20/56)	THE HAPPY ROAD Gene Kelly, Bobby Clark — 99 min. (Rev. 1/29/57)	FEAR STRIKES OUT Anthony Perkins, Karl Malden, — 100 min. (Rev. 2/4/57)	HELL'S CROSSROADS (N) Stephen McNally, Peggie Castle	HEAVEN KNOWS, MR. ALLISON (CS, color) Deborah Kerr, Robert Mitchum	SPRING REUNION Betty Hutton, Dana Andrews — 79 min. (Rev. 3/13/57)	BATTLE HYMN (CS, color) Rock Hudson, Dan Durysa — 108 min. (Rev. 12/18/56)	PARIS DOES STRANGE THINGS (color) Ingrid Bergman, Mel Ferrer — 86 min. (Rev. 2/26/57)
		JEANNIE (CS, color) Tony Martin, Vera-Ellen — 105 min.	THE MAN WHO TURNED TO STONE Victor Jory — 91 min. (Rev. 3/7/57)	TEN THOUSAND BEDROOMS (CS, color) Dean Martin, Eva Bartok — 114 min. (Rev. 2/18/57)		THE RIVER'S EDGE (CS, color) Ray Milland, Debra Paget	THE RIVER'S EDGE (CS, color) Ray Milland, Debra Paget	REVOLT AT FORT LARAMIE (color) John Dehn, Gregg Palmer — 73 min. (Rev. 3/5/57)	GUN FOR A COWARD (CS, color) Fred MacMurray, Jeffrey Hunter — 88 min. (Rev. 12/28/56)	THE COUNTERFEIT PLAN Zachary Scott, Peggy Castle — 80 min.
		ZOMBIES OF MORA-TAU Allison Hayes — 70 min. (Rev. 3/13/57)		LIZZIE Eleanor Parker, Richard Boone — 82 min. (Rev. 2/28/57)		THE STORM RIDER (Regalscope) Scott Brady, Mala Powers	HIT AND RUN Cleo Moore, Hugo Haas — 84 min. (Rev. 3/8/57)	MISTER CORY (CS, color) Tony Curtis, Kathryn Grant — 93 min. (Rev. 1/11/57)		EAST OF EDEN (reissue) (CS, color) James Dean, Julie Harris
		SHADOW ON THE WIND O'W Betty Garrett, Phil Carey — 73 min. (Rev. 3/7/57)				BREAK IN THE CIRCLE Forrest Tucker, Eva Bartok	THE QUEEN'S Tommy Laughlin, Peter Milner — 75 min. (Rev. 2/25/57)			REBEL WITHOUT A CAUSE (reissue) (CS, color) James Dean, Sal Mineo
APRIL		FOOTSTEPS IN THE NIGHT Bill Elliott, Don Hagerty — 62 min.	GUNS OF FORT PETTICOAT (color) Audie Murphy	DESIGNING WOMAN (CS, color) Gregory Peck, Lauren Bacall — 123 min. (Rev. 3/12/57)	FUNNY FACE (VV, color) Fred Astaire, Audrey Hepburn — 103 min. (Rev. 2/13/57)	SPOILERS OF THE FOREST (N, color) Vera Ralston, Rod Cameron	BOY ON A DOLPHIN (CS, color) Alan Ladd, Sophia Loren	THE BACHELOR PARTY Don Murray, E. G. Marshall — 93 min. (Rev. 3/4/57)	THE INCREDIBLE SHRINKING MAN Randy Stuart — 81 min. (Rev. 2/1/57)	THE SPIRIT OF ST. LOUIS (CS, color) James Stewart, Sheila Bond — 138 min. (Rev. 2/20/57)
		DRAGON WELLS MASSACRE (CS, color) Barry Sullivan, Mona Freeman — 81 min.	PHANTOM STAGE-COACH Richard Webb, William Bishop — 79 min. (Rev. 3/13/57)	THE VINTAGE (CS, color) Mel Ferrer, Pier Angeli			CHINA GATE Nat King Cole, Gene Barry	TWELVE ANGRY MEN Henry Fonda, Lee J. Cobb — 95 min. (Rev. 2/27/57)	KELLY AND ME (CS, color) Van Johnson, Piper Laurie — 86 min. (Rev. 1/28/57)	UNTAMED YOUTH Mamie Van Doren, John Russell
		THE TALL T (color) Randolph Scott, Maureen O'Sullivan					KRONOS (Regalscope) Barbara Lawrence, John Emery	THE IRONSHERRIFF Sterling Hayden, Constance Ford	THE TATTERED DRESS (CS) Jeff Chandler, Jeanne Crain — 93 min. (Rev. 3/5/57)	
MAY		DAUGHTER OF DR. JEKYLL John Agar, Gloria Talbott — 71 min.	ABANDON SHIP Tyrone Power, Mai Zetterling	TARZAN AND THE LOST SAFARI (color) Gordon Scott, Yolande Duhan	GUNFIGHT AT OK CORRAL (VV, color) Kirk Douglas	NOT SET	THE WAY TO THE GOLD (CS, color) Sherree North, Jeffrey Hunter	THE MONTE CARLO STORY (Technicalrama, color) Marlene Dietrich, Vittorio de Sica	THE YOUNG STRANGER (RKO) James MacArthur, Kim Hunter — 83 min. (Rev. 2/8/57)	
		THE OKLAHOMAN (CS, color) Joel McCrea, Barbara Hale — 80 min.	THE STRANGE ONE Ben Gazzara, Julie Wilson	THIS COULD BE THE NIGHT Jean Simmons, Paul Douglas	BUSTER KEATON STORY (VV) Donald O'Connor, Ann Blyth		THE DESK SET (CS, color) Spencer Tracy, Katharine Hepburn	THE RIDE BACK Anthony Quinn, William Conrad	BEAST OF THE KREMLIN Lex Barker, Zsa Zsa Gabor	NOT SET
			HELLCATS OF THE NAVY Ronald Reagan, Arthur Franz	THE LITTLE HUT (color) Ava Gardner, Stewart Granger			THE WAYWARD BUS (CS, color) Jayne Mansfield, Joan Collins	BAIL OUT AT 43000 John Payne, Karen Steele	THE DEADLY MANTIS Craig Stevens, Alix Talton	

IRS Tax Rule

(Continued from page 1)

It individuals to get around the individual income tax rates. star or other individual forms a corporation of which he is the major holder, and finances production of film or TV show on the basis of contract promising his personal services to the corporation. At present the profits of such a corporation are held by the corporation and drawn later by the star when he is in a lower bracket, or even as capital gains when the firm is liquidated.

Should Have Included All Amounts

The Internal Revenue Service originally said it would count as personal company income—taxable at up to 85 per cent—all amounts received under a contract entered into by a corporation which requires performance of the services of a stockholder owning 25 per cent or more of the stock of the firm. This is true, the proposed regulation even though the contract also provided for the performance of important and essential services by other persons.

These proposed regulations would be retroactive to January, 1954, the service said.

The regulations drew widespread protests from industry officials, and the service held a hearing early this month. Today in an unusual announcement in advance of formal publication of revised regulation, the service said it would change the proposed regulation slightly. It said the new rule would be that in any case where a contract requires the corporation to furnish important and essential services by other persons, only that portion of the amount received under the contract that is attributable to the services of the large stockholder would be treated as personal holding company income. The service said the rule would still be retroactive to January, 1954.

Moderate Benefits Seen

Service officials admitted that this rule might not be of too much benefit to the individuals involved, since amounts paid to other persons would have been deductible as expenses and the only profits retained would have been those attributable to the services of the major company stockholder.

The only possible way this could be a much benefit, they suggested, would be if the major stockholder worked out some way to make amounts attributable to his serv-

REVIEW:

The Guns of Fort Petticoat

Columbia

A LIVELY AND interesting Western with a fairly unusual plot, "The Guns of Fort Petticoat" is a good vehicle for Audie Murphy and an entertaining show for most audiences, whether they be Western fans or not.

"Fort Petticoat" is actually an abandoned church where a group of women and children are forced to hold off an avenging Indian attack. During the Civil War, there was still the possibility of Indian war although there was always the attempt at keeping peace. One particularly obnoxious Indian-hating officer attacks, with no provocation, a peaceful Indian tribe and decimates the village.

Murphy, a Texan fighting for the North, warns the officer of the consequences but is placed under arrest. Knowing the Indians will seek revenge, he escapes and heads for the manless Texas communities to warn the ladies. Thinking he is a renegade for deserting the South, none of the women believe him until a corpse convinces them. Then they all drive to the church for protection. Among the women are an old sweetheart of Murphy's who has since married but still carries the torch; a young girl who, at first, hates and then of course falls in love with him; a Southern aristocrat and her maid; a lady of doubtful past, and a pregnant farm girl whose lover refuses to marry her.

Despite the dissimilar backgrounds of the 40-odd ladies, most of them work as a fighting unit and are able to dispel a few attacks. But with the ammunition gone, Murphy knows only the death of the Indian medicine man will stop the superstitious warriors from fighting. He manages the feat and is a hero to all the females. But he must return to face court martial for desertion. However, all turns out well as the villainous officer gets his just desserts when the ladies of Fort Petticoat come to Murphy's defense.

Supporting Murphy in this actionful and altogether pleasant little Western are Kathryn Grant as the gal who falls for him, Hope Emerson as the Amazon-like leader, and Jeff Donnell as the mother-to-be. The Brown-Murphy production was produced by Harry Joe Brown, directed by veteran George Marshall and written by Walter Doniger from a story by C. William Harrison.

Running time, 82 minutes. General classification. Release, in April.

JAY REMER

Aniline Control

(Continued from page 1)

whose motion for an injunction against the government action was rejected.

The Justice Department has asked for sealed bids on 75 per cent of the controlling stock interest it holds in General Aniline. Interhandel, which claims ownership of the government-vested stock, has been fighting for years to gain control of it.

ices less than the amounts actually retained.

A determination of what part of the corporation's income is attributable to the services of the major stockholder would probably be made by the services on the facts in each case, officials said. They thought it unlikely that any hard and fast rules could be laid down as guides.

It may still be weeks or months before the regulations covering this new ruling are issued, officials added. They said the announcement of what the regulations would contain was being made earlier because of the wide interest in the subject.

Presumably groups who feel the new regulation is still not satisfactory could renew their protests to the service, but they are not likely to have much success in view of the fact that the service has already reconsidered the subject once.

N.Y. Film Fee Bill

(Continued from page 1)

two dollars a thousand feet to four dollars for each additional "entire copy."

This is the third consecutive year the measure has been reported from committee in the lower house. Last year's bill, sponsored by Assemblyman Leo W. Noonan, passed the Assembly and the Senate—the 1955 proposal was defeated in the upper House, after a sharp debate. However, the measure was vetoed by Governor Averill Harriman.

The bill had its second reading today. The third reading of the measure is on the Assembly calendar for next Tuesday.

MPEA Agrees

(Continued from page 1)

month when MPEA president Erie Johnston tours Europe.

The MPEA board also heard a report on the Colombian remittance situation which was sent in by MPEA vice-president Robert Corkery, who is currently in that country. They expressed a hope that a settlement could be shortly worked out. The board turned down a request from West Germany for star photos and referred action on participation in the Asian Film Festival, Tokyo, May 24, to top echelon company executives.

Business Fund

(Continued from page 1)

conference, discussed his financing plan, which is based on a levy of .4 of one per cent of the industry's annual film rental of \$350,000,000 which added to every exhibitor's invoice when he is billed, would produce \$1,400,000.

Stellings, who will return to Charlotte, N. C., today, proposes that distribution match this assessment to produce the \$2,800,000 fund which he believes to be the minimum required for an effective promotional campaign.

The conference also took up the 36-page combined report on the Jubilee program, which integrates salient points from the three business building plans presented—the Motion Picture Association of America's campaign, the TOA - COMPO program, and the West Coast's Golden Jubilee idea for the industry.

The advertising and publicity directors committee of the MPAA, at a meeting here last week, gave tacit approval to the combined report, which was prepared by Taylor Mills of the MPAA and Charles McCarthy of COMPO.

Meeting Was Only Business Here

Stellings, interviewed at TOA headquarters here yesterday, said the sole purpose of his trip to New York was to attend the business meeting last night. In reply to questions on arbitration, he said that he anticipates no meeting with officials of Allied States Association prior to the April 8 meeting with the distribution steering committee.

The TOA head, said, however, that once exhibition and distribution start to formulate an arbitration and conciliation draft for the industry, it is expected that prior arbitration drafts will be used as a basis.

Stellings also expressed the hope again that there can be one national exhibitor association.

Toll TV Drive

(Continued from page 1)

report, actually, but has instead decided to use it as a basis for questioning FCC commissioners, who return to the committee witness stand tomorrow for a second appearance.

"Experimentation with this vicious proposal sounds like a first step toward total FCC approval," Radwan commented. He charged that the entire scheme was only a device to "line the pockets of the promoters," and declared that pay television would "black out the best of free television."

'Sweeps' in Canada

(Continued from page 1)

as well as the printing of ballots.

Main said that even radio and TV stations are "getting into the act" in cooperating on the promotion. "It seems those TV stations that will be televising the awards event itself want to get a little promotion in for the show and are cooperating to make this a complete success," Main pointed out.

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**BOY ON A
DOLPHIN**

CINEMASCOPE

COLOR BY
DE LUXE

co-starring
ALEXIS MINOTIS
JORGE MISTRAL

Produced by
SAMUEL B. ENGEL

Directed by
JEAN NEGULESCO

Screenplay by
IVAN MOFFAT and
DWIGHT TAYLOR
From the Novel by
DAVID DIVINE

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EXTRA
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FOR
YOUR
HAPPY
EASTER!



MOTION PICTURE DAILY

Concise
and
to the
Point



81, NO. 51

NEW YORK, U.S.A., FRIDAY, MARCH 15, 1957

TEN CENTS

C Head Lee Wants Pay-TV Educational HF Stations

ifies at Hearing
Channel Allocation

By J. A. OTTEN

WASHINGTON, March 14. — Federal Communications Commissioner E. Lee proposed today that television stations and all educational TV stations be permitted to cast subscription television pro-

grams suggested this as a course to be followed "for the time being." He made the proposal in a statement filed with the Senate Commerce Committee at the close of a hearing held by the committee on FCC's progress on (Continued on page 6)

Georgia Contest Proves Movies Newsworthy'

Special to THE DAILY

WIKINSVILLE, Ga., March 14. — Awarding of prizes for the best newspaper stories written about motion pictures by Georgia journalists in a contest currently being conducted by the Motion Picture Theatre Owners and Operators of Georgia will be a feature of the joint annual (Continued on page 8)

Each Agreement in Mass. Drive-In Dispute

Special to THE DAILY

BOSTON, March 14.—Counsel for the Independent Amusement Co. and Nathaniel Amans of Fall River, Mass., yesterday filed papers in the Superior Court of Boston indicating they are filing their appeals to the Supreme Court in the action of the proposed (Continued on page 8)

Television Today

Page 6

Ratify Business-Building Program; Set Machinery

Exhibitors Meet Today With N.Y.C. Tax Group

Representatives of exhibition will meet at 3 P.M. today with a special three-man citizens committee appointed by Mayor Robert F. Wagner to investigate the effect of the New York City five per cent amusement tax on motion picture theatres.

Officials of Metropolitan Motion Picture Theatres Association and Independent Theatre Owners Association will meet with the committee, which is composed of Thomas Jefferson Miley, executive director of the Commerce and Industry Association; Francis W. H. Adams, former police commissioner, and David Dubinsky, president of the I. L. G. W. U.

The theatre association officials are (Continued on page 2)

SBA's Lack of Funds Delays Loan Approvals

From THE DAILY Bureau

WASHINGTON, March 14.—Small Business Administrator Wendell Barnes told Congress his agency has run out of business loan funds and has had to hold up approval of new loan applications.

A \$45,000,000 appropriation to replenish the agency's lending funds (Continued on page 2)

Five-Man Operating Committee Will Administer 11 Projects; Stellings To MPAA Board with Financing Plan

Described as "beginning of a long-range industry effort" to increase theatre attendance, the program resulting from the merger of the COMPO-TOA and the MPAA promotion plans has been unanimously ratified by the industry's Joint Business-Building Committee.

Business-Building Report Highlights

Highlights of the report on the industry's joint building-building program issued by COMPO yesterday are as follows:

¶The plan unifying the COMPO-TOA and MPAA promotion plans, consisting of 11 points, was unanimously ratified by the joint business-building committee.

¶Ernest Stellings, president of TOA, reported he had definite pledges from TOA theatres to pay their proportion of \$1,400,000 toward financing the program.

¶Stellings will seek to appear before the MPAA board early in April to ask production-distribution to match exhibitor contributions.

¶A five-man operation committee will be appointed to carry out both the projects already approved and to plan and manage future projects.

Also to Plan Future Projects

Robert W. Coyne, Sam Pinanski and Abe Montague of the COMPO triumvirate, by unanimous consent of the committee, were authorized to appoint, after consultation with the several groups, a five-man operating committee to carry out both projects already approved and to plan and manage future projects.

This committee, to be made up of representatives of the participating groups, will work under the overall (Continued on page 3)

REVIEW:

Heaven Knows, Mr. Allison

20th Century-Fox—CinemaScope

IT IS HARD to imagine a more novel or unlikely plot situation than that which is the nub of 20th Century-Fox's "Heaven Knows, Mr. Allison." A U. S. marine corporal, the lone survivor in an encounter between his outfit and the Japanese in the early stages of the Pacific war, finds himself on a small island with his only companion a young Catholic nun. The two of them must try to survive until help arrives. Once you have set up such a situation, a prospective movie-goer might ask, what in the world do you do with it?

Well, writer-director John Huston, apparently given a free hand by (Continued on page 8)

Auditing Firm Now Checking UA Books

Peat, Marwick, Mitchell & Co. is currently conducting an audit of United Artists' books for the company's year-end report and to provide management with information which must be on hand if UA decides to apply for Securities and Exchange permission for a public stock sale.

The independent auditing firm has been working on UA's books since the end of the company's fiscal year, last (Continued on page 2)

PERSONAL MENTION

ERNEST G. STELLINGS, president of Theatre Owners of America, returned to Charlotte from New York yesterday.

JOHN B. CRON, sales manager in Europe and Great Britain for Screen Gems, will return to New York tomorrow from London via B.O.A.C.

MAT W. JAMES, for 18 years with RKO Radio publicity in Hollywood, has joined Bartlett-Champion Pictures there as advertising-publicity director.

RICHARD ADLER, song writer, will leave here today for London via B.O.A.C.

JACK FROST, former sales representative for United Artists in Atlanta, has returned to Film Row of that city following a protracted illness.

FORREST TUCKER will return to New York today from London via B.O.A.C.

DON BOUTYETTE has been retained by the Arthur P. Jacobs Co., Beverly Hills, to handle unit publicity on Heath Productions' "Time Limit."

Kansas Suit Against 12 Asks Total of \$93,000

Special to THE DAILY

KANSAS CITY, Mo., March 14—A suit seeking treble damages totaling \$93,000 plus attorney's fees of \$10,000 has been filed in the Federal District Court in Kansas City against 12 motion picture companies.

The plaintiff is William C. Arnold, Pittsburg, Kans., who formerly operated the Cozy Theatre in that city. The suit alleges that the defendants conspired to prevent Arnold from obtaining first run films. Besides the major producing companies, the defendants include Fox Midwest Amusement Corp. and Fox Midwest Theatres, Inc.

Elson to Europe Mar. 21 On New Product Hunt

Norman W. Elson, president of Embassy Theatres, will leave New York by plane for Europe next Thursday, instead of yesterday, as inadvertently reported in MOTION PICTURE DAILY.

While abroad, Elson will view new product in London, Paris and Rome for possible use in his theatres here. He is scheduled to return to New York April 7 for the invitational premiere that night of "The Young Stranger" at his Guild Theatre in Rockefeller Center.

Goldenson Receives 'Fame' Award



M.P. DAILY picture

TO LEONARD GOLDENSON, "symbol of the type of executive shaping the future of the entertainment world"—and for his significant contributions to the art and industry of the film—"Fame" magazine's Achievement Award went this week physically as a plaque with citation engraved. Above, the president of American Broadcasting-Paramount Theatres, left, is seen at his New York office with Martin Quigley, Jr., editor of Motion Picture Herald and vice-president of Quigley Publications, publishing "Fame."

Censorship Fee Bill Advances in Albany

Special to THE DAILY

ALBANY, March 14 — The Senate today advanced to third reading the Duffy bill, which proposes to increase the censorship fee for original films, but materially to decrease it for prints. The measure is expected to reach a vote in the legislature Monday night.

The companion Waters bill is slated for consideration by the assembly Tuesday.

A report has been circulated that the budget division will not oppose the proposal this year, if and when it goes to Governor Harriman for action. The sponsors are said to believe he would not repeat last year's veto, which was based on the fact that enactment would cost the state \$270,000 in the next year.

July would be the bill's date to take effect.

'War' Fanfare Tuesday

The New York National Guard and the Veterans of Foreign Wars will provide military fanfare for the New York premiere of "Men in War" at the Capitol Theatre on Tuesday.

'Allison' World Bow Held at Roxy Theatre

Twentieth Century-Fox's "Heaven Knows, Mr. Allison" had its world premiere at the Roxy Theatre here last night before an audience composed of celebrities, top ranking military and diplomatic figures and others.

Robert Mitchum, a co-star in the film with Deborah Kerr, headed a large roster of stars at the debut. Others in attendance included, Arlene Dahl, Fernando Lamas, Dana Wynter, Sal Mineo, Ed Sullivan, Nita Talbot, Ray Bolger, Xavier Cugat, Abbe Lane, Arthur O'Connell, Robert Weede, Monique Van Vooren, Gretchen Wyler, Dina Merrill and Will Rogers, Jr.

The event was covered by television and newsreel cameramen.

'Face' Benefit Slated

The premiere of Paramount's "Funny Face" at the Radio City Music Hall on Thursday night, March 28, will be for the benefit of the Hospitalized Veterans Service of the Musicians' Emergency Fund. The premiere will be followed by a "pink gala" champagne supper dance in the Sert Room of the Waldorf-Astoria Hotel.

SBA's Funds

(Continued from page 1)

has been approved by both House and Senate but is tied up in a House-Senate conference deadlocked on other provisions of the appropriations bill.

Testifying before the Senate Small Business Committee, Barnes said that "in the meantime, because of a shortage of funds and the as yet unknown demand for disaster loans resulting from the recent floods, approval of business loans was stopped last February 1. Field offices were instructed to inform applicants where loans otherwise would have been given favorable consideration, that formal approval could not be given until funds became available."

Barnes predicted SBA lending activity would be at high levels through 1957.

Auditing Firm

(Continued from page 1)

December, for the consolidated domestic and foreign distribution operations.

The UA management team of partners Robert Benjamin, Arthur Kravitz, Max Youngstein, Arnold Picker and William Heineman have been conferring with a number of financial institutions in regard to securing additional financing under loan agreements or the issuing of their first public stock. The latter plan has been reported as being favored by the UA team.

A UA executive pointed out yesterday that the Peat, Marwick, Mitchell audit does not indicate that the company plans to file a SEC registration form for prospectus for public stock issue. It was learned, however, that a summarized statement of the company's past five years of operations has been prepared.

Exhibitors to Meet

(Continued from page 1)

expected to inform the group of the impact's effect on theatre operations and the hardship it imposes. The three-man committee is expected to complete its fact-finding investigation by May 1 and report back to Mayor Wagner.

NEW YORK THEATRE

RADIO CITY MUSIC HALL—
Rockefeller Center
JAMES STEWART
AS CHARLES A. LINDBERGH IN
"THE SPIRIT OF ST. LOUIS"
In CinemaScope and WarnerColor
A Warner Bros. Picture
and SPECTACULAR STAGE PRESENTATION

Approve 11-Point Business-Building Program

Will Make Use Of All Media For Promotion

(Continued from page 1)

jurisdiction of the COMPO triumvirate which will have complete control of the program's expenditures. The program will have to be ratified by the COMPO executive committee. Presided over by Harry Mandel, chairman of the COMPO press relations committee, the business-building group's meeting completed its deliberations and the hearing of reports in one and one-half hours. Projects approved are the following:

1. Academy Award Sweepstakes, ready in operation.
2. Audience Awards, which will be held next fall.
3. A community reel, a short subject which will be produced to show local merchants, service clubs, churches, schools and other civic groups that the local movie theatre is the best source of entertainment and that it has the additional merit of serving the community by bringing people out of their homes into contact with other retail businesses and by helping churches, schools, clubs and charities.
4. Product trailer. While it was deemed impracticable to have a trail-showing advance scenes from all the companies' coming pictures, it was revealed at the meeting that several companies plan to produce trailers showing parts of some of their coming pictures, and that these trailers would accomplish the same results which it had been hoped would result from an over-all trailer.
5. Industry radio program. An interim part of this program is already in operation. This means that all companies producing radio transcriptions are including an institutional spot as part of every platter. Copy for these institutional spots comprises variations

Industry Group Lauds Trade Press Support

The joint industry business-building committee yesterday presented the industry trade press with "grateful acknowledgement of the support given to the various committees and projects involved" in the business-building program. The committee said that "this support can only be considered as reflecting the longing of the entire industry for a comprehensive program that will restore our business to the position it deserves in the American economy and in American life."

Stellings Says Company Heads, Sales Managers 'Enthusiastic' About Plan for Financing

In countering objections to his scheme for financing the business-building program at the meeting Wednesday night, Ernest Stellings, president of TOA, explained that his plan called for the addition to all film invoices of a sum equivalent to 4/10 of 1 per cent of the invoice, the minimum addition being 25 cents.

He made it plain that he had talked to most of the company presidents and sales managers and that his plan had been received enthusiastically. Only one sales manager, he said, questioned the practicability of his idea for collecting the money from exhibitors and when he explained that his campaign would carry a minimum charge of 25 cents this objection, Stellings said, was withdrawn. Stellings also said he had talked to film company and circuit lawyers and that they foresaw no legal obstacles.

Stellings agreed, that independent producers might present a problem, but the meeting appeared to be optimistic that when the collection system was properly explained the independent producers would interpose no objections.

of a dialogue between a man and his wife to the general effect that people should get out of their homes more and go to the movies for entertainment.

The radio program also calls for nation-wide use of disc jockeys in a campaign with a tentative cost estimate of \$319,697.33. Before this campaign is inaugurated, however, it was decided to conduct test campaigns of eight weeks each in Denver and possibly three other cities to determine the most effective methods of using radio, including the kind of copy to use in the national campaign later. As now outlined, the national campaign calls for use of disc jockeys in 80 cities over a period of 13 weeks. Added up, the radio messages would total 16,800 and, it is estimated, would reach 80,039,600 homes.

6. Personality tours. This project has two phases. The first is an extension of the personal appearance tours now being made by film personalities and the use by the personalities, in their press and radio interviews, of material aimed at spreading the news that the business has turned the corner and is now markedly on the upgrade. The second phase calls for making available for visits to those exhibitors who will bear the expense production personalities such as writers, producers, directors, costume and scene designers. Such visits, it was pointed out, could be arranged by Clarke H. Wales of the Association of Motion Picture Producers in Hollywood. The report expressed hope that meetings may be held with the Hollywood Studio Publicity Directors Committee and the heads of the Producers, Screen Writers and Directors Guild with a view to obtaining their cooperation.

7. National Advertising Campaign for Theatres. The report stated that, "while the joint working committee agreed in principle that such an advertising campaign aimed at selling the motion picture theatre as the best source of entertainment was 'desirable', it was agreed that no action

should be taken pending a market survey report and development of a copy approach acceptable to the committee." In the meantime company advertising in magazines and in press books is carrying lines expressing the thought that "only on the motion picture theatre screen can you see the brand new pictures."

8. Visits to editors and publishers. This project entails the presentation of the industry's story, in a business-like, across-the-table manner, to editors and publishers, but only in those cities where the presentation is asked for by local exhibitors. It was explained that the plan would be tried out first in three or four cities, which have not yet been selected.

9. Reduction of advertising billings. Long denounced by film company advertising men as a serious obstacle to good advertising, the company advertising billings will be the subject of a presentation that is now being prepared. This presentation will be taken shortly to Hollywood in an effort to get the billing requirements reduced.

10. Market survey. This is now being conducted by the Opinion Research Corporation of Princeton, N. J., the sum of \$75,000 having been appropriated for the job by the MPAA.

11. Implementation of the program. Emphasizing that formulation of the program will have been a waste of time unless machinery is set up for its execution as a continuing activity, the report adopted by the committee calls for establishment of a five-man operating committee, to work in New York under the overall direction of the COMPO top management; appointment of permanent committees in each of the exchange cities and establishment of a liaison body in Hollywood that will have the approval and cooperation of Hollywood production personnel and studio publicity directors.

In all the discussions of the report it was repeatedly emphasized by spokesmen of all the groups involved that the projects in the report consti-

Is Called Start Of a Growing B.O. Campaign

tuted "only the first chapter" of the campaign as envisaged by the joint committee, and that the campaign itself would grow with additional projects and would probably continue for several years.

The program, it is stated in the approved report, has "but one objective—the increase of attendance at motion picture theatres." The report also states that "to be of any use, the program must be a continuing, long-range effort." The third principle of the program, as set forth in the report, is that the campaign shall be conducted through COMPO.

Sees No Change in Contracts

In explaining his plans for financing the enterprise, Stellings declared it involved no change either in distribution or film rental contracts and would apply only to exhibitors who had definitely pledged themselves to contribute to the business-building fund.

A brief report on the progress of the Academy Award Sweepstakes was made by Alec Moss of the COMPO staff. Oscar A. Doob, former Loew's Theatres advertising and publicity veteran, who has been engaged by COMPO as consultant on the campaign, made a brief talk suggesting ways in which the campaign could be developed.

Others attending the meeting were Joseph Alterman, Sid Blumenstock, Rodney Bush, Ernest Emerling, Philip Gerard, Harry Goldberg, Herman Levy, Charles E. McCarthy, Taylor Mills, D. John Phillips, Sam Rosen, Al Tamarin, Dan Terrell and Charles Cohen.

Program Will Be Given To MPAA Board in April

Roger H. Lewis, chairman of the MPAA advertising and publicity directors committee, indicated Wednesday night that the business-building program as amended and approved would be presented first to the MPAA Business-Building Coordinating Committee headed by Spyros Skouras, and later to the MPAA board of directors.

Lewis said he hoped that the MPAA directors could meet early in April to discuss the Stellings proposal to match the exhibitors' contributions dollar for dollar. In the meantime, the committee directed Robert W. Coyne to seek indorsement of the program by the Metropolitan Motion Picture Theatres Association and the Independent Theatre Owners Association of N. Y.

The Evidence

THE BIGGEST BOXOFFICE PICTURE

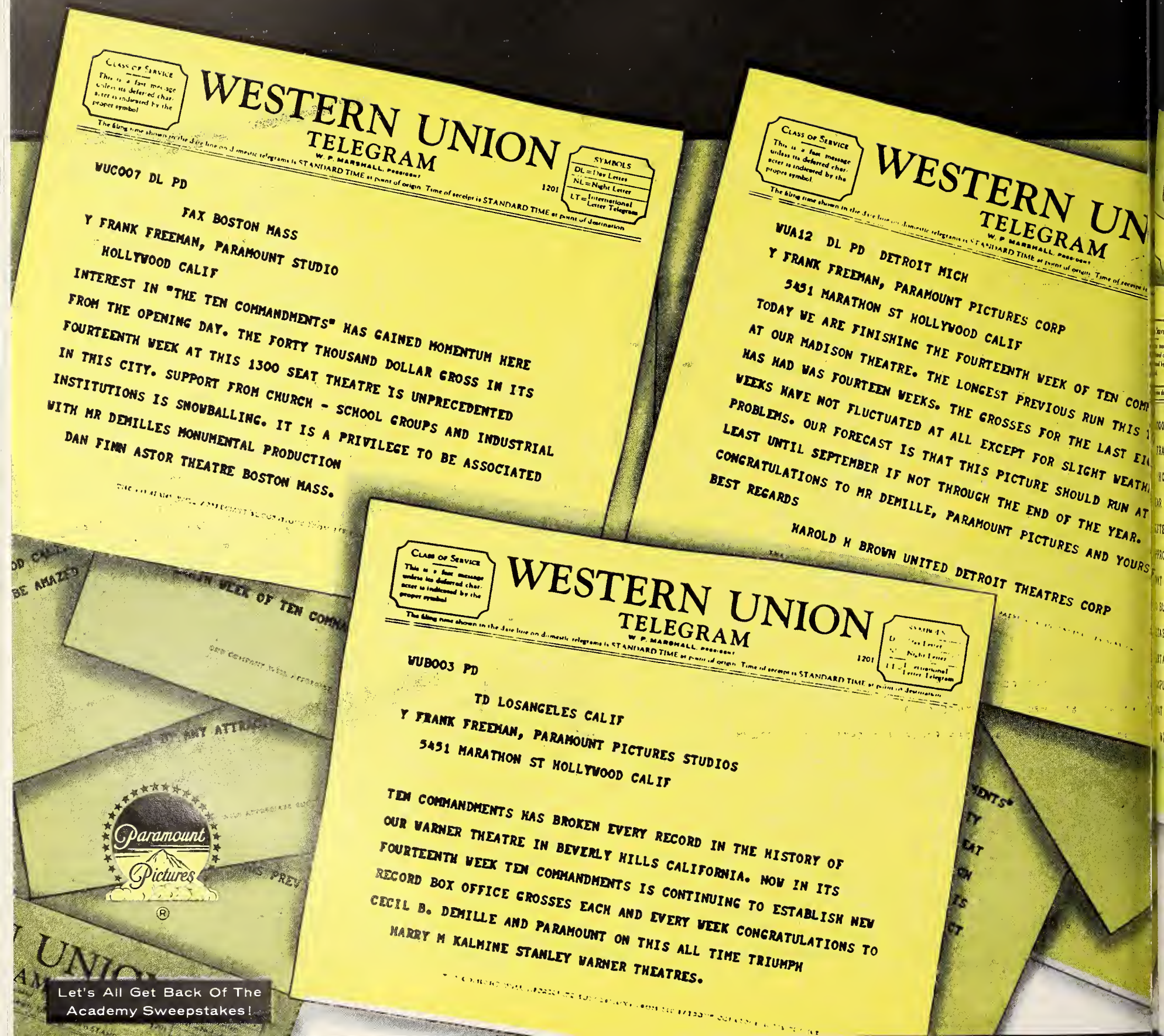
CECIL B. DEMILLE

PRODUCED BY

THE TEN COMMANDMENTS

VISTAVISION

EVERYWHERE RECORDS ARE TOPPLING AS IT



Let's All Get Back Of The Academy Sweepstakes!

In-That

ALL HISTORY IS CERTAIN TO BE

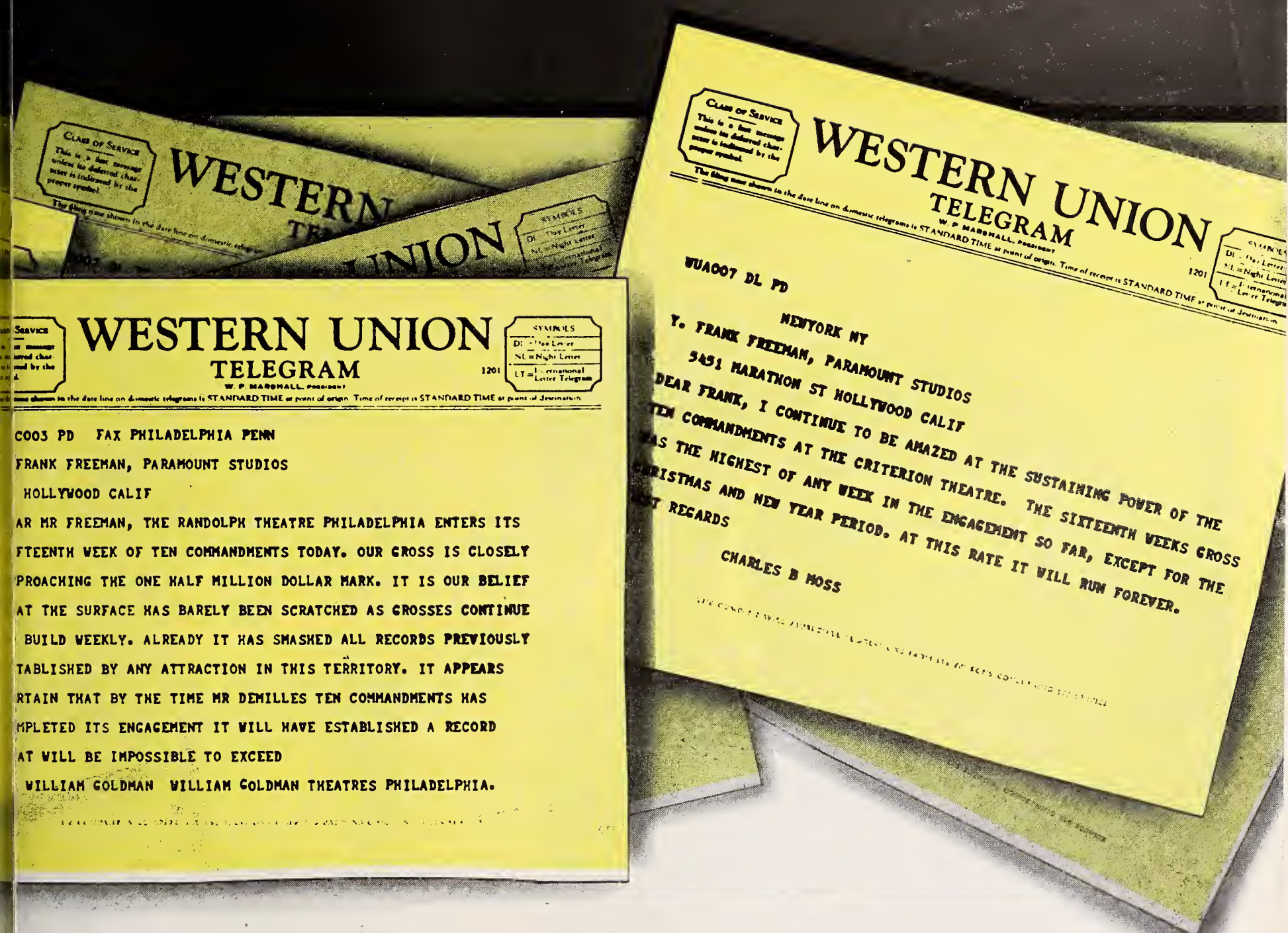
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COMMANDMENTS

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STERS GREATEST GROSSES...LONGEST RUNS...



These messages from leading exhibitors are typical of many received week after week – reporting all highs for attendance and acclaim shattered in city after city!

Pay-TV Plea

(Continued from page 1)

television channel allocation and other problems.

Lee declared that if his proposal were adopted, applications for UHF stations would be sent into the commission "in a matter of weeks," and manufacturers would be encouraged to produce all-channel sets "over night."

Questioning at today's hearing was all on deintermixture, and the commissioners are expected to return tomorrow for further questioning on the same subject.

Stations sending out subscription programs should limit those programs to about 15 per cent of their broadcasting time, Lee said. He also maintained that stations operating in such large metropolitan areas as New York City, Chicago and Los Angeles should not be allowed to use pay-as-you-see programs.

He added, however, that there might be instances where the limitation of UHF stations would have to be waived. If an applicant could make a specific showing that a UHF station would be impractical in his area, Lee said, then it might be possible to permit a VHF station in the locality to broadcast toll-TV programs.

Lee proposed, however, that networks and one-station markets should not be permitted to offer subscription television programs.

Dismissal Sought of Goldwyn Case Ruling

SAN FRANCISCO, March 14.—With the trial scheduled to start here Monday the attorney for Samuel Goldwyn in his multi-million dollar monopoly suit against Fox West Coast Theatres yesterday petitioned the United States Circuit Court of Appeal for a writ of mandamus designed to throw out a pre-trial ruling made last October 3 by Federal Judge Edward P. Murphy.

In the October pre-trial summary judgment in favor of the defendants, which include National Theatres, Inc., and others, Judge Murphy ruled 20 of the 27 Goldwyn films involved in the litigation could not be considered because of the statute of limitations.

Originally Filed in 1950

Goldwyn counsel previously had argued the government's 1948 anti-trust victory in the Paramount case suspended the statute of limitation. But Judge Murphy ruled otherwise. The suit was filed in 1950 and has had numerous postponements for almost 7 years.

A decision is expected Monday on the brief filed yesterday by Joseph Alioto, chief of Goldwyn counsel. Alioto said that Goldwyn is preparing to come here next week for the trial and the veteran producer will "most certainly" be a witness in the case.

Television Today

Ask Ruling on Parody As Copyright Violation

From THE DAILY Bureau

WASHINGTON, March 14 — The Supreme Court was asked to rule today on whether a burlesque or parody of a copyrighted work is an infringement of the copyright.

The case was brought by CBS, the American Tobacco Co. and Jack Benny, who asked the court to set aside a lower court ruling which declared that a televised program burlesquing the film "Gaslight" was an infringement of the "Gaslight" copyright, held by Loew's, Inc.

Attorneys for the three petitioners told the court that the case presented "an important issue," and that if the lower court decision is permitted to stand, "it will have a stifling effect on parody and burlesque" and give authors in these fields "no alternative but to abandon their art."

The brief emphasized that up to the time of the lower court decision, "an increasingly important segment of the developing medium of television consisted of parodies and burlesques performed by such established artists as Sid Caesar, Imogene Coca, Red Skelton, Alan Young and Jack Benny."

Who's Where

Jean A. Pouliot, executive engineer with Famous Players Canadian Co. will become general manager of Television de Quebec Limited, directing the French-Language Station CFCM, Quebec City.

Ray Favata, well-known artist, joined the staff at CBS Terrytoon as a director, it is announced by William M. Weiss, vice-president and general manager of the animation studio.

Thomas K. Fisher, vice-president and general attorney of CBS Television, has announced the following appointments in the CBS Television Legal Department, effective immediately. Leon R. Brooks, Richard Forsling, Richard W. Jencks, Charles C. Woodard have been named assistant general attorneys. Thayer Drake and Robert V. E. have been appointed senior attorneys.

Six New ABC Officers 3 Radio, 3 Television

Leonard H. Goldenson, president American Broadcasting - Paramount Theatres, Inc., has announced the election of six vice-presidents of American Broadcasting Company three for the television network and three for the radio network.

They are as follows: ABC Television Network: Gene Accas, administrative vice-president; Donald Coyle, vice-president in charge of development and research, and Joseph Rabinovitz, administrative vice-president. For the ABC Radio Network: George Comtois, vice-president in charge of sales; Stephen Riddleberger, administrative vice-president; Dean Shaffner, vice-president in charge of sales development and research.

Accas was formerly administrative officer of ABC-TV. Coyle has been director of sales development and research for ABC-TV. Rabinovitz has been an administrative officer for ABC-TV. Comtois has been national sales manager of the ABC Radio Network. Riddleberger has been business manager of the ABC radio network, and Shaffner has been director of sales development and research for the radio network.

WATV Plans Repeat 20th-Fox Feature Film

WATV, Channel 13, will commence repeating the 20th Century-Fox films which comprise its "famous all-star movie" program March 25. Under the program title, "Command Performance," the feature films will be televised from 9-10:30 P.M. each night of the week. The first film to be shown will be "The House on 92nd Street."

Letts to Join NBC as New TV Business Head

Howard L. Letts, vice-president and operations manager of the RCA Victor Record Division, will join the National Broadcasting Co. April 1 to head the business affairs department of Television programs and sales, Robert W. Sarnoff, NBC president, has announced.

Carl M. Stanton, vice-president, television programs and sales, business affairs, whom Letts succeeds, has been promoted to a new position in charge of coordinating all of NBC's color television operations. Letts has resigned his RCA Victor post and will be proposed for election as an NBC vice-president at the next board of directors' meeting, Sarnoff said.

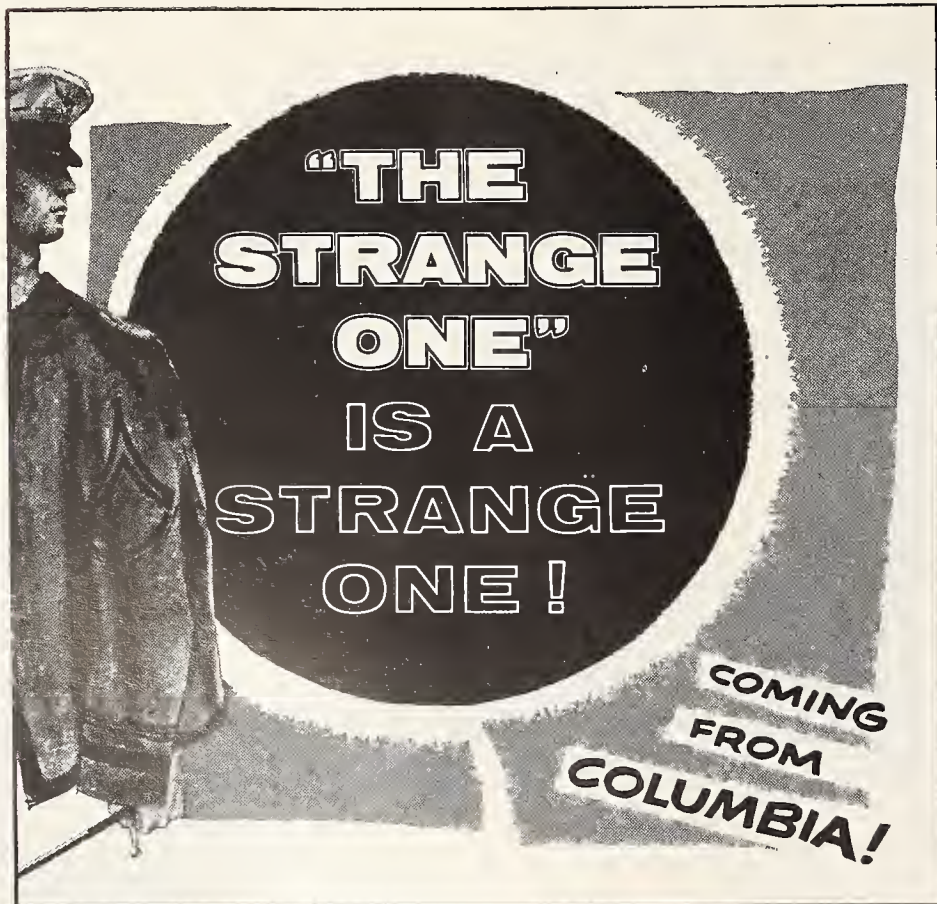
Letts and Stanton will report to Robert E. Kintner, executive vice-president, television programs and sales.

'Gumby Show' Slated

"The Gumby Show," a children's program featuring a "three-dimensional" character created with stop-motion animation, will be presented on NBC-TV Saturdays from 10:30 to 11 A.M. commencing tomorrow.

News Program Debut

"The CBS Morning News," with Richard C. Hottelet, a 15-minute news program, will debut on the CBS Television Network, April 8.



N. Y. Hails 'Mr. Allison' at Gala Opening

CLIMAXING a vast national promotion campaign, 20th Century-Fox's "Heaven Knows, Mr. Allison" in CinemaScope was world premiered last night at New York's Roxy Theatre before a glittering audience of entertainment world celebrities, noted social and diplomatic figures and top-ranking representatives of the Armed Forces. Actor Robert Mitchum was on hand to represent the Buddy Adler-Gene Frenke production in which he stars with Deborah Kerr under John Huston's direction. Highlighting the affair was the 37-man United States Marine Drum and Bugle Corps which dazzled the evening with its musical precision. The "Heaven Knows, Mr. Allison" debut was covered by TV host Ed Sullivan who filmed interviews with arriving celebrities for use Sunday night (17) on his CBS-network show, NBC's radio network show, "Monitor," Voice of America, Armed Forces Radio Service Movietone newsreel cameramen recording the thrilling event for use on more than 100 television stations across the nation.

In the photo at the right are Lieut. General Karl Day, U. S. Marine Corps, Mrs. Day and Robert Mitchum, star of "Heaven Knows, Mr. Allison."



Pictured entering the Roxy for the world premiere are Mrs. Darryl F. Zanuck and son, Richard Zanuck.



Charles Einfeld (left), 20th Century-Fox vice-president, beautiful Dana Wynter and producer Henry Ginsberg in the lobby of the Roxy shortly before the gala showing.



Actresses Dina Merrill (left) and Pamela Tolan, both featured in 20th's forthcoming "Ask Set," are on hand for the auspicious affair.



Among the notables are, left to right: TV star-columnist Ed Sullivan, Patti Schmidt, featured dancer in "The Most Happy Fella," and Robert Weede, of the same hit Broadway show.

(Advt.)

Heaven Knows, Mr. Allison

(CONTINUED FROM PAGE 1)

producers Buddy Adler and Eugene Frenke, has managed to do a great deal. He has sprinkled the situation gently with humor, shaken it vigorously with some scenes of strong suspense, and then added a few moments of touching sentiment. He has cast it with box-office attractions Deborah Kerr and Robert Mitchum. He has photographed it in CinemaScope and De Luxe color on the beautiful island of Tobago in the British West Indies.

And the result is a surprisingly pleasant and entertaining motion picture with many elements of popular appeal—not the least of which is the unusual story. Exhibitors should really get behind that.

The story opens rather quietly. But once Huston has got past the rather laborious business of having the two protagonists explain to each other how they happen to be on the island, he begins to introduce some humor. The nun is baffled by the marine's slang phrases, and he in turn finds her vocabulary (which includes such words as "gourmet") confusing. They begin to make comparisons—and find some similarities—in their two ways of life. This is not humor in the "hilarious" class, but it is most amusing and also revealing of their characters.

Then suddenly and unexpectedly the suspense begins. The Japanese occupy the island, and the marine and his companion must hide in a cave. Later he makes a foray into the enemy's camp to steal some food. This episode, which Huston stretches out ingeniously for several minutes, will have the audience chewing on its nails.

And so it goes through the rest of the picture: something is happening all the time until the marines arrive—literally—to save them at the end. Huston's script, written in collaboration with John Lee Mahin from the novel by Charles Shaw, is nothing if not eventful—and most of it is fun.

And he has been aided considerably by the fine performances of the two stars. Sister Angela emerges as a real and admirable person through the resourceful ability of Miss Kerr. And Mitchum, in a truly remarkable job of acting, reflects to the life the natural reactions of a normal, red-blooded marine to a most unusual situation.

The story opens somewhat quietly. But once Huston gets past the two is handled with commendable delicacy and caution—up to and including one scene in which the marine, while drunk, proposes to the nun who has not yet taken her final vows that she should not do so but marry him instead. She promptly refuses and does so in a manner that has great charm, appeal and conviction. The ending is a highlight thrill. Running time, 107 minutes. General classification. Release, in March.

RICHARD GERTNER

Drive-in Row

(Continued from page 1)

Family Drive-In in Seekonk, Mass. Thus the pending equity and mandamus actions are terminated.

These suits were brought by Independent Amusement and Yamins against the selectmen and the board of appeals of Seekonk and against Hyman Lepes and Norman Zalkind, both of Fall River, challenging the validity of the zoning laws and the right of the building inspector to grant a drive-in permit to Lepes and Zalkind to build a screen 70 feet high. Counsel for Independent Amusement maintained the granting of the permit for a building more than 40 feet high was in violation of Seekonk zoning law.

The matter was brought to a head this week when the town of Seekonk refused to renew the permit for Independent Amusement and Yamins to operate the Bay State Drive-in which has been in existence in Seekonk for 10 years. The disposition of the cases resulted in the granting of the license to Bay State, which reopened its gates last night, and which paved the way

Equipment Exports Of U.K. 'Best Yet'

LONDON, March 12 (By Air Mail).—United Kingdom exports of motion picture equipment, according to the Kinematograph Manufacturers Association, for the year 1956 totaled £2,491,252 (\$6,975,505) far and away the best total achieved in the history of the British cinema equipment industry. This figure, says the KMA, is particularly gratifying since the total for 1955 of £2,267,911 (\$6,350,150) was also a record and the 1956 figure has been achieved in the face of the Suez crisis. Several of the industry's more important markets are, in fact, east of Suez, but despite the difficulties, the monthly rate of exports to those markets does not appear to have decreased materially.

Australia was again the industry's best market, although the total there only reached £284,611 (\$796,910) compared with £426,912 (\$1,195,353) in 1955.

for Lepes and Zalkind to continue with construction of the Family Drive-In which is expected to be completed before the end of this season.

Contest in Ga.

(Continued from page 1)

convention this year of MPTOOG and the Alabama Theatres Association. The convention will be held June 23 through 25 at the Dinkler Plaza Hotel in Atlanta. J. H. Thompson, MPTOOG president, has reported here.

Response to the newspaper campaign, which is designed to encourage the press "to evaluate motion pictures through constructive stories and articles written about films and the motion picture theatre" has been "sensational," Thompson said. He said that both metropolitan dailies and country weeklies have entered the contest "with a resulting fine and most unusual publicity for our industry being found in practically every issue of these papers."

Sees Editors 'Finding Out'

Thompson put special emphasis on one result: "The amazing thing is that the press editors themselves are finding out that people like to read about the movies, that movie news is 'newsworthy.'"

MPTOOG is conducting the contest, which began on January 1, through May 1. All stories and articles written by individual members of the press are eligible and must be submitted in scrap book form. The contest is being judged in two categories: (1) daily newspapers published in Georgia and (2) all other newspapers published in Georgia.

NEWS ROUNDUP

Corporate Tax Stays at 52

The House of Representatives in its session in Washington yesterday passed a bill to continue the present 52 per cent corporate tax rate another year, until April 1, 1958. Without the legislation, the rate would have dropped to 47 per cent on April 1.

Coast 'St. Louis' Bow Set

An invitational Hollywood premiere of "The Spirit of St. Louis" members of the motion picture industry will be held on April 11 at Los Angeles' Egyptian Theatre.

'Arms' Group to Italy Monday

Producer David O. Selznick moves his "A Farewell to Arms" company to northern Italy on Monday to begin shooting the CinemaScope production for 20th Century-Fox release.

Palace Slates 'Big Caper'

The Pine-Thomas production "The Big Caper," being released United Artists, will open at Palace Theatre here on March 28.

WARNER BROS. TRADE SHOWS MARCH 22

"UNTAMED YOUTH"

starring the platinum powerhouse!

MAMIE VAN DOREN • LORI NELSON

CO-STARRING JOHN RUSSELL • DON BURNETT and music by LES BAXTER

Screen Play by JOHN C. HIGGINS • Produced by AUBREY SCHENCK • Directed by HOWARD W. KOCH

ALBANY

20th Century-Fox Screening Room
1052 Broadway • 8:00 P.M.

ATLANTA

20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.

BOSTON

20th Century-Fox Screening Room
115 Broadway • 2:15 P.M.

BUFFALO

Mellon Picture Operators Hall
498 Pearl St. • 8:00 P.M.

CHARLOTTE

20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO

Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI

RKO Palace Th. Screening Room
12 E. 6th St. • 8:00 P.M.

CLEVELAND

20th Century-Fox Screening Room
2219 Payne Ave. • 1:30 P.M.

DALLAS

20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER

Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES

20th Century-Fox Screening Room
1300 High St. • 12:45 P.M.

DETROIT

20th Century-Fox Screening Room
2211 Cass Ave. • 1:00 P.M.

INDIANAPOLIS

Universal Screening Room
517 No. Illinois St. • 1:00 P.M.

JACKSONVILLE

Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 11:00 A.M.

KANSAS CITY

20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES

Fox Westcoast Screening Room
1837 S. Vermont Ave. • 2:00 P.M.

MEMPHIS

20th Century-Fox Screening Room
151 Vance Ave. • 2:30 P.M.

MILWAUKEE

Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS

Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN

Stanley Warner Screening Room
70 College St. • 1:30 P.M.

NEW ORLEANS

20th Century-Fox Screening Room
200 S. Liberty St. • 2:00 P.M.

NEW YORK

Home Office
321 W. 44th St. • 2:00 P.M.

OKLAHOMA

20th Century-Fox Screening Room
10 North Lee St. • 10:00 A.M.

PHILADELPHIA

Warner Screening Room
230 No. 13th St. • 1:00 P.M.

PITTSBURGH

20th Century-Fox Screening Room
1715 Blvd. of the Allies • 1:30 P.M.

PORTLAND

Star Screening Room
925 N.W. 19th Ave. • 2:00 P.M.

SALT LAKE CITY

20th Century-Fox Screening Room
216 East 1st South • 1:00 P.M.

SAN FRANCISCO

Republic Screening Room
221 Golden Gate Ave. • 1:30 P.M.

SEATTLE

Egyptian Theatre
2:00 P.M.

ST. LOUIS

Art Theatre Screening Room
1:00 P.M.

WASHINGTON

Stanley Warner Screening Room
13th & E. Sts. N.W. • 10:30 A.M.



All
the News
That
Is News

QP

MOTION PICTURE DAILY

Concise
and
to the
Point

QP

L. 81, NO. 52

NEW YORK, U.S.A., MONDAY, MARCH 18, 1957

TEN CENTS

New Policies

Vogel to Assist Loew in Reorganizing

Purchasing and Concession Changes for Efficiency

Special to THE DAILY

SILVER CITY, Calif., March 17—
ph R. Vogel, president of Loew's,
today announced that Louis
Vogel of New York City had been
named as special counsel to assist
in matters connected with the
company's reorganization.

At the same time Vogel said he
had established a series of basic
policies designed to increase the effi-
ciency of the corporation. All pur-
chasing, in every segment of the com-
pany, will be on the basis of com-
petitive bidding, without regard to
(Continued on page 7)

Shapiro Is Nominated Head B'nai B'rith

Robert K. Shapiro, managing direc-
tor of the New York Paramount The-
atre, has been nominated as president
of New York's
Cinema Lodge
of B'nai B'rith
for a second
term, it was an-
nounced at the
weekend follow-
ing a meeting of
the executive
committee. Elections of of-
ficers for 1957-
58 will be held
at the Hotel
Sheraton-Astor
tomorrow night
for the Cinema Lodge "honor night"
(Continued on page 6)

Television Today

Page
7

New Product Tops: Hyman

From THE DAILY Bureau

HOLLYWOOD, March 17. — Box
office prospects for the season to come
are "brighter than at any time in
recent years in my opinion," Edward
L. Hyman, vice-president of Amer-
ican Broadcasting - Paramount Thea-
tres, said last night on the eve of
departure for Phoenix after a week
here spent in viewing forthcoming
product. Hyman will return to New
York on Friday.

The AB-PT executive said, "during
my stay I have viewed between 25
(Continued on page 4)

Condon Launches Tour For 'Pride and Passion'

United Artists will launch its pre-
release promotional campaign for
Stanley Kramer's "The Pride and the
Passion" today when Richard Condon,
veteran promotion executive, begins a
press tour which will take him to 30
major market areas in the U. S. and
Canada. The trip will last for two
months, according to Roger H. Lewis,
UA national director of advertising,
(Continued on page 4)

Lacy Kastner Is Optimistic

Columbia's Foreign Business Seen Up 24 Per Cent for Year

By LESTER DINOFF

A 24 per cent increase in Columbia Pictures' foreign business for the cur-
rent fiscal year ending on May 30, 1957, was forecast here at the weekend by
Lacy W. Kastner, president. He presided over a conference in which three
of his overseas
territorial su-
pervisors reported
on condi-
tions, problems,
and the out-
looks for both
the company
and the indus-
try with opti-
mism.

Kastner, who
recently return-
ed from a Latin
American tour,
said that Colum-
bia Pictures



Lacy Kastner

International busi-

Brylawski and Lydon Testify

Warn Minimum Wage Would Hurt Theatres

Tell Senate Committee Proposals Would Increase Financial Burden of Circuits

By J. A. OTTEN

WASHINGTON, March 17—Exhibitor spokesmen asked Congress to keep
theatres exempt from the Federal Minimum Wage Law, and warned that
coverage of theatres could bring a disastrous increase in the financial diffi-
culties of many
exhibitors.

Barnes Sees Extension Of 2 Years for SBA

From THE DAILY Bureau

WASHINGTON, March 17.—Small
Business Administrator Wendell Bar-
nes on Friday indicated to the Senate
Small Business committee that the
Administration will seek a two-year
extension of the Small Business Ad-
ministration.

SBA expires June 30 under present
law. The extension bill is expected to
be sent to Congress in two weeks.



A. J. Brylawski

executive secretary of Allied Theatres
of New England.

Their testimony was received sym-
pathetically by the two senators pre-
sent—Morse (D., Ore.) and Allott (R.,
Colo.). Acting as chairman, Morse
thanked the two exhibitor officials
for their "very helpful statements."

Congress has before it a variety
of proposals for extended minimum
(Continued on page 7)

Columbia Int'l Financing 31 Pictures Abroad Now

Columbia Pictures International is
currently financing 31 motion pictures
being made abroad under co-produc-
tion agreements, according to Lacy
W. Kastner, president. Kastner said
that CPI's investment in these films
is about the same as last year, with
the company only financing a major
portion of each picture.

Co-production agreements call for
two German films, 13 in Mexico,
three in Italy for world-wide distrib-
ution and four for local Italian dis-
tribution, two in France and seven
in Brazil, Kastner said.

PERSONAL MENTION

RICHARD W. ALTSCHULER, Republic Pictures vice-president in charge of worldwide sales, left New York at the weekend for Europe.

BARNEY BALABAN, president of Paramount Pictures, and **PAUL RAI-BOURN**, vice-president, will leave here for the Coast tomorrow or Wednesday.

SPYROS P. SKOURAS, president of 20th Century-Fox, is expected back in New York today from a week's visit to the studio.

ERIC JOHNSTON, president of Motion Picture Association of America, returned to Washington on Friday from New York. **KENNETH CLARK**, vice-president, will come to New York today from there.

MAURICE "RED" SILVERSTEIN, of the M-G-M home office executive staff, is due back in New York today from the studio.

JAMES V. O'GARA, Eastern district manager for Buena Vista, is in Toronto today from New York.

HERB STEINBERG, Paramount's national exploitation manager, left New York last night for Oklahoma City.

IRVING N. MARGOLIN, treasurer of Cinerama Productions, has returned to New York from a cross-country trip.

BERNARD JACON, president of Jacon Film Distributors, will return to New York today from the Midwest and Southwest.

TONY REDDIN, head of publicity in Britain for Paramount International, returned to London on Friday from New York via B.O.A.C.

JOEL O'HAYON, International Sound Studios engineer, left New York over the weekend for San Juan, Puerto Rico.

ARLENE ZIEGLER, secretary in the home office publicity department of 20th Century-Fox, has announced her engagement to **ROBERT HOFFMAN**, of the Western Electric Co.

JESSICA TANDY left here on Friday for London via B.O.A.C.

IRVING SOCHIN, general sales manager of Rank Film Distributors of America, has returned to New York from Atlanta and Dallas.

Booking First-Run Films in Suburban Theatres Proves Success for Famous Players in Canada

Special to THE DAILY

TORONTO, March 17.—The policy of making first-run pictures available in centrally located suburban theatres has "proved an immediate success" for the Famous Players Canadian Corp. circuit. The recent adoption of this practice, "exceptionally strong product of late" and other policy changes were credited by **John J. Fitzgibbons**, president and managing director, with strengthening box-office returns of the circuit in a letter sent to stockholders with the regular quarterly dividend. The latter was 37½ cents a share.

In the interim financial report Fitzgibbons noted that operating profits in the first quarter of 1957 will be "somewhat better" than in the comparable period of 1956. The balance sheet shows 1956 earnings after all charges at \$3,965,502 as compared with the previous year's \$4,463,113. Net profits in 1956 were \$2,738,455 as against \$2,933,112 in 1955.

Fitzgibbons said in the report that the circuit is "currently presenting some of the best money-making attractions in its history."

Two Senators to Urge Small Firm Tax Cuts

From THE DAILY Bureau

WASHINGTON, March 17.—The Senate Finance Committee will hear Tuesday two Senate advocates of tax relief for small business.

Senators Fulbright (D., Ark.) and Sparkman (D., Ala.) will appear before the committee in executive session, committee officials said. The two Senators will urge tax cuts for small firms as an amendment to a House-passed bill continuing the 52 per cent corporate tax rate for another year. Treasury Secretary Humphrey will also testify at the closed-door session, and will almost certainly oppose the small business cuts.

The committee is expected to vote promptly. If it rejects the small business tax relief proposals, they will undoubtedly be offered as amendments on the Senate floor.

NAC Regional Meeting In Boston April 2

BOSTON, March 17.—The latest in refreshment merchandising aids will be shown to exhibitors attending the annual eastern regional conference at the National Association of Concessionaires here at the Hotel Statler April 2.

Speakers in the morning will include Lee Koken, RKO Theatres; J. J. Fitzgibbons, Famous Players Canadian Corp.; Albert Floersheimer, Walter Reade Theatres; Stanley Werthman, Schine Theatres; and others. In the afternoon exhibitors will hear Harold Newman, Century Theatres; Thomas Sullivan, NAC; William Smith, Chicago; Mel Wintman, Smith Management, and Edward Lider, Paul Kessler, Edwin Fideli, Sylvio Williams, James Stoneman, Irving Shapiro, Samuel Loew, Jr., all of Boston, and others.

The Coca-Cola Co. will be host to the exhibitors at a luncheon.

Venice Film Festival Up At MPEA Meeting

The board of directors of the Motion Picture Export Association will take up foreign office budgets and Venice Film Festival regulations at their meeting here tomorrow.

Other matters on the agenda of the meeting include the Philippines, film servicing of Canadian Pacific trans-Atlantic ships, contributions to a hospital fund in Mexico, new film sales to Denmark, and additional product availability for East European countries.

Alec Moss to Leave COMPO Post April 5

Having completed his assignment on the Academy Award Sweepstakes, Alec Moss announced at the weekend that he would end his job with COMPO on April 5.

Moss, veteran industry advertising and exploitation executive, was retained by COMPO to handle the national Sweepstakes promotion.

'World' Award Today

Michael Todd's "Around the World in 80 Days" will be given the first "distinguished film award" in the history of the Film Estimate Board of National Organizations. The award will be accepted by Todd today, March 18, at 4 P.M. at Sardi's. Presentation will be made by Mrs. Jessie M. Bader, national chairman of the Protestant Motion Picture Council.

Billboard for 'Party'

United Artists is employing the large billboard extending from 45th to 46th Street on Broadway to promote the April world premiere of Hecht, Hill and Lancaster's "The Bachelor Party" at the Victoria Theatre here.

NEWS ROUNDUP

Sound Awards Due Tomorrow

Motion Picture Sound Editors honor members for outstanding achievement in theatrical features, television series at the organization's annual luncheon tomorrow at Luce Restaurant in Hollywood. **Eric Reichert**, **Frank Hayes**, **Donald Harris** and **John Newman** will be cited for sound-editing on "Earth vs. Flying Saucers," while **Roy Siegel** will receive an award for the "Naked Log" series.

Ralston and Kane to Produce

Rudy Ralston and **Joe Kane** have formed Ventura Productions, an independent producing company, with "Lawless Eighties," as their first picture. Ralston will produce, with Kane directing. The picture will be filmed at the Republic Pictures studio and distributed by that company.

Schulberg, Warners in Deal

Schulberg Productions, Inc., newly formed producing company of **Burt and Stuart Schulberg**, has been signed to a two-picture deal by Warner Brothers. The first film, tentatively titled "In the Everglades," is scheduled for shooting in Florida this summer.

Paramount Signs B-C for

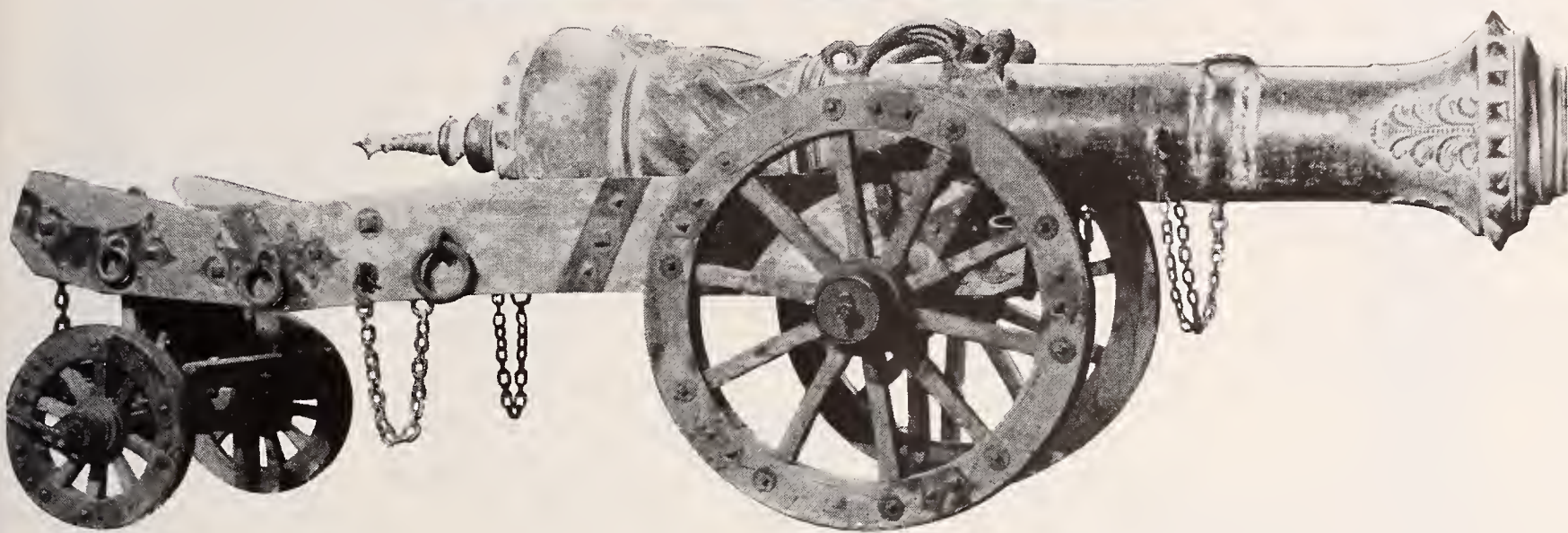
Paramount on Friday announced the conclusion of a deal with **Bartlett Champion Pictures**, independent producing company recently formed by **Hal Bartlett** and **John Champion**, which Paramount will distribute ten pictures, starting with "Zero Hour" now ready for filming. Bartlett-Champion will move its headquarters to Paramount studios on Monday, where filming will be done.

Roger Lewis to Address Stewart-Everett Meet

Roger H. Lewis, national director of advertising, publicity and exploitation of United Artists, has accepted an invitation from **Ernest G. Stelling**, president of Stewart & Everett Theatres, Inc., to address the circuit's annual managers' convention tomorrow in Charlotte, N. C.

Lewis will discuss current industry approaches to promotion and exhibition's role in the program. He returned to the UA home office on Wednesday.

Our Pride and Passion



*All the canons
of showmanship
call for a boom in patronage
with trailers!
To demonstrate
our pride in—
and passion for—trailers,
the Prize Baby
is firing a salute
to the big gun
at the box office.*

SINDLINGER

Survey showed 34.2 per cent went to the movies because of TRAILERS!

NATIONAL THEATRES CIRCUIT IN 21 STATES

Survey showed 43 per cent went to the movies because of TRAILERS!

*Trailers—
Showmen's Socko Salesmen!*



NATIONAL *Screen* **SERVICE**
PRIZE BABY OF THE INDUSTRY

PEOPLE

George Fraser of Paramount Pictures tonight will participate in a public discussion with Rabbi William Berkowitz, associate Rabbi of Temple B'nai Jeshurun on Cecil D. DeMille's "The Ten Commandments." The forum will be held here at the Community House of the Temple, 270 West 89th Street.

Gilbert Pearlman, formerly of "Look Magazine," has joined Buena Vista Film Distribution Co. as copy chief for advertising and publicity.

Eugene Jacobs, assistant to Hugh Owen, Paramount Eastern sales chief, has been named Pittsburgh branch manager for the company, effective April 29.

Joe R. Mills, former theatre editor for the Columbus, O., "Star," has been appointed radio and TV editor of the "Ohio State Journal" there. He succeeds Edgar Barmann, who has been named to the general assignment staff of the "Journal." John "Brock" Jones will be the new film editor of the "Star."

William Howard, manager of Lockwood & Gordon's Plaza Theatre, Windsor, Conn., has been named manager of the Webb, Playhouse Wethersfield, Conn., succeeding Arthur T. O'Brien, resigned. David Miller, circuit relief manager, replaces Howard at the Windsor.

\$35,500,000 Dividend For Kodak Employees

ROCHESTER, N. Y., March 17.—A wage dividend of approximately \$35,500,000 will be shared Tuesday by 50,800 Eastman Kodak Company employees in the United States. The payment this year is the largest since the wage dividend plan was begun in 1912. The plan recognizes the part Kodak people have played in the success of the company. Eligible persons will receive \$31.75 for each \$1,000 they have earned at Kodak during the five years 1952-56.

A year ago the total wage dividend payment in the United States was approximately \$32,100,000 at a rate of \$30.25 per \$1,000 earned at Kodak during the five-year period 1951-1955. This was the previous high payment.

Strausberg in ACS Post

Solomon M. Strausberg, president of Interboro Management Co., has been named chairman of the motion picture division of the New York Cancer Committee's 1957 April Cancer Crusade. The committee is seeking \$1,616,000 as its share of the American Cancer Society's nationwide goal of \$30,000,000.

REVIEWS:

Abandon Ship!

Copa—Columbia

AN UNCEASINGLY GRIM, but gripping, picture has been made from a true story of an ocean liner blown up in the Atlantic by a derelict mine and the tragic events that followed. Virtually the entire action takes place within and around a lifeboat and director Richard Sale, despite the cramped quarters, has used the camera and the actors fluidly and vividly. It is an excellent piece of craftsmanship.

Sale also wrote the script and included the usual assortment of types and characters that inhabit this "Grand Hotel" form of story. Tyrone Power plays the executive officer of the ill-fated liner who assumes command of the lifeboat when the captain dies. His sweetheart, Mai Zetterling, is the ship's nurse, and the rest of the survivors are comprised of a wide variety of heroes and, weaklings, good and bad.

When Power realizes the miniscule possibility of their reaching shore 1,500 miles away with their overloaded human cargo he makes a brave, but necessarily cruel decision. All these who are useless, weak and injured must be turned adrift in the sea so the strongest may survive. Most turn against his seemingly callous command and argue the moral, legal and social ramifications of the results.

But over they go and following a hellish storm the remaining ones seem headed for safety and are grateful to Power for his decision. But a ship appears to pick them up and most of those cast overboard the tiny lifeboat have already been saved. It's a chilling finale to the fierce events that preceded it.

The performances by the large Anglo-American cast are all fine with Miss Zetterling particularly appealing. Power is also exceptionally good as he convincingly goes through the obvious torture of his decision.

This Copa production was produced by John R. Sloan with Ted Richmond executive producer. Although it becomes excessively morbid—at times, it should hold any audience rapt and enthralled.

Running time, 100 minutes. General classification. For May release.

JAY REMER

Reach for The Sky

J. Arthur Rank

THERE IS CERTAINLY nothing standard about the British-style heroics indulged in by Kenneth More in this J. Arthur Rank film—a 123-minute cinematic item which was a top box office attraction in Great Britain. Its reception by American audiences necessarily will be less enthusiastic, if only because of the matter of national pride Britons felt in the exploits of an RAF pilot. It is the new Rank American organization's first release.

This story of a pilot who is almost fanatical in his devotion to flying, and who loses both legs recklessly stunting but with stoical determination battles on to become a World War II air hero, is based on the real-life story of Douglas Bader. And while no one with a trickle of humanity coursing through his veins can deny the man's sheer heroism and courage, as presented by Lewis Gilbert's screenplay he emerges as something of a pompous bore.

Nor are Gilbert's direction and the performance of More helpful to the over-all portrait. More ploughs through his assignment with bull-in-a-china-shop enthusiasm. Whether his portrait of Bader sprang from his own creative inner conception, or was the result of Gilbert's directorial slanting, the fact remains that Bader as presented in this film leaves an impression of unpleasant egoism. The viewer feels that he is watching a man of colossal pride determined to perpetuate that pride despite the rebuffs of fate, and More's portrayal, while robust, adds to the unfortunate conception of Bader as self-centered, lacking in humility and prone to showing off.

Muriel Pavlow is pleasing as Bader's wife, and solid British players like Lyndon Brook, Lee Patterson, Dorothy Knox and former Hollywood actor Alexander Knox are competent in their assignments. There are some thrilling aerial combat scenes and much flag-waving. Daniel M. Angel produced.

Running time, 123 minutes. General classification. Release, in May.

LAWRENCE J. QUIRK

New Product

(Continued from page 1)

and 30 pictures, representing at least a \$75,000,000 investment, and I fully share the enthusiasm expressed by producers and distributors concerning business." He continued, "the production community is in fine spirit and I have showmanship in application all over the place."

Hyman and his party viewed completed and rough-out product at Paramount, Warners, MGM, 20th Fox, U-I and Columbia studios, during their seven-day stay.

Condon Launches

(Continued from page 1)

publicity and exploitation, who stated that on the tour Condon will confer with 288 editors and reporters of 72 newspapers and will also call at 92 television stations and 121 radio outlets. In the retail phase he will see 125 merchandising and promotion executives of 30 department stores and 52 other outlets.

Condon, who was the production campaign supervisor for the picture during its location filming in Spain, will take with him a large inventory of special materials. These include filmed featurettes, color slides, still drawings made during the production by David Fredenthal, recordings of George Antheil's musical score, 8,000 brochures for exhibitors and a special 57-page informational folder that will be distributed to each newspaper, TV radio and store representative.

Full Agenda Set for SMPTE Convention

The Society of Motion Picture and Television Engineers has issued the full agenda for its 81st convention to be held at the Shoreham Hotel in Washington during the five days from Apr. 29 to May 3, inclusive.

An equipment exhibit of some 40 booths will show the newest devices in film and television equipment. The convention will open on Monday, April 29, with a luncheon, to be followed by a session on standards and standardization in the afternoon and a discussion of industry milestones in the evening.

Television will be treated on Tuesday and laboratory practices on Wednesday.

Projection and photography will hold the center of the stage on Thursday, while Friday, the closing day, will be given over—in the morning—to cinematography and instrumentation, while the afternoon session will be devoted to sound recording and reproduction.

Reopen Salem Theatre

SALEM, Ore., March 17. — The Grand Theatre, closed for the past 15 months, was reopened here today according to Lloyd Wirtz, manager of the Forman Bros. Theatres in Salem. They also operate both the Capitol and Elsinore Theatres.

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Columbia

(Continued from page 1)

Kingdom, 24 per cent in Latin America, and 17 per cent in Australasia."

Better quality pictures, bringing out better box office results, were offered as the reason for the CPI business increase. This opinion was shared by Michael Bergher, vice-president and Far Eastern supervisor; Harry Novak, European Continental supervisor, and Aaron Pines, district supervisor of the Philippines, Hong Kong, Guam and China. Pictures singled out as the top grossers for Columbia thus far were "The Eddy Duchin Story," "Picnic" and "Rock Around The Clock."

Cites Rapid Growth

Kastner, pointing out that the Latin American market is the fastest growing territory, said the big problems there are fixed admission prices and inflated money. He cited Brazil, Chile, Argentina and Colombia as markets where these problems exist and added that "the film business will grow once the admission prices catch up to the inflation."

Bergher said the Far East has made considerable progress in motion picture business growth despite increased Philippine tariffs, the 100 per cent increase on imports in India and the 50 per cent reduction in the quota there, and economic and political problems. He said that India is the most expensive market for Columbia to operate in, citing heavy taxation as the reason. Bergher said that Japan is the biggest grossing territory in the Far East, followed by the Philippines, Indonesia, Malaya and Singapore.

Says Oil Crisis Hurt

Novak said that Columbia business on the Continent has been ahead despite the embargo in Denmark and Spain. He also said that the current oil crisis in Europe has affected the Columbia gross by some \$1,500,000.

The European film executive said that "Solid Gold Cadillac" is doing very well in its engagements thus far. Columbia and the industry expect no license or remittance problems in Europe and increases in gross billings due to the opening of the Danish market again and the eventual re-opening of Spain for American product, he added. Novak feels television at present is not hurting business, but said that in two to three years, its full impact would be felt in Germany.

Points to Frozen Funds

Kastner added that the company's frozen funds abroad are not very large. He said that about \$1,500,000 is frozen in Japan, and that funds are blocked in the Philippines, Indonesia, Colombia and Spain. Kastner said he is hopeful of remitting a huge portion of the Japanese blocked funds once a new agreement is worked out between the Motion Picture Export Association and the Japanese government. He said that the new agreement most likely would be along the same lines as the old pact.

Warner Bros. Attorney Nearing Is 'Queen of Quiz Contestants'

By FLOYD STONE

We will assume you read the papers.

And, we may safely say these days, you watch television; occasionally, that is. So you know about Mrs. Vivian Nearing. She not only "dethroned" Charles Van Doren on last week's "Twenty One"; she this week is "queen" of quiz contestants. News and magazine men since then have been photographing and questioning her, insistently, penetratingly, continually.

They have even asked her husband how it felt being married to a potential money maker and sort of genius, and he said it felt fine.

One thing they have mentioned merely in passing and which interests our industry, is that she is in it. She is an attorney for Warner Brothers.

Some Queries of Our Own

We felt perhaps Mrs. Nearing might answer some of our questions, those of the trade, and so the other morning in her eighth floor office on 44th Street, we asked her not for facts, of which she obviously knows plenty, but for opinions.

She was obliging and told us the things we like to hear. The industry is not going down the drain: it is in flux and what it becomes depends upon its initiative. She has invested in legitimate shows (once, and she hardly feels the pain now) and would, if the proposition were attractive, invest in a picture company, or even in a theatre. If she had the money.

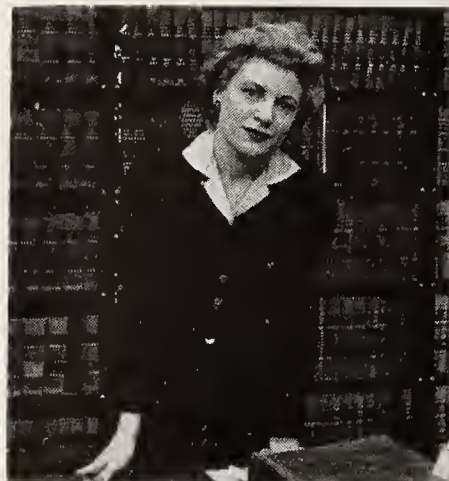
She hasn't thought speculatively and personally about creative and public relations aspects of the theatre; but she appreciates them. She thinks of the industry, in what ever segment, as one of glamour, purveying portrayals of the highest human endeavour.

'Theatre Is Here to Stay'

She knows people must burst out of their homes, and she is certain the theatre is here to stay. She added, however, she is not an expert.

Of television, her opinion is that creatively and whatever the militating commercial aspects, it has as much hope as life itself. The good will emerge and survive, in other words.

Till now, she hasn't thought of herself as part of the industry. She's



M.P. DAILY picture

Mrs. Vivian Nearing

been in a legal department, serving one client: Warners. Now, however, appearing on shows, being entertained, interviewed, and almost always being squired by a publicist, she realizes she is part of the business. Television viewers know she is employed by Warners, because, when she was introduced on the program, it was incidentally mentioned that she had worked on booking contracts for "The Spirit of St. Louis."

One of a Dozen Barristers

Mrs. Nearing is one of 12 Warner attorneys, and the only woman. She heard of an opening somewhat over a year ago, applied, and legal chief Robert Perkins hired her.

She handles star appearance contracts, literary properties, copyrights, and now at times contracts for films on television.

She knows why she appeared on the television show. It was a challenge, and she "happily" met it. She doesn't know whether she'll remain on it. She may end what she insists is her temporary career, next Monday night. She is firstly and for times to come, a lawyer.

When it ends, she won't miss the questions. She'll go back to asking them.

'St. Louis' Replica Goes On Nationwide Tour

The Spirit of St. Louis airplane, which has been on exhibition in Times Square, New York, will take off Wednesday for Philadelphia. That will be the first leg of a nationwide tour in connection with the current Air Force recruiting drive and the fiftieth anniversary celebration of the Air Force.

The plane, a replica of the one in which Charles A. Lindbergh made his trans-Atlantic flight 30 years ago, was used in the Warner Bros. film, "The Spirit of St. Louis."

Industry Leaders Meet On UJA Plans Tuesday

Barney Balaban, president of Paramount Pictures, will be host to members of the industry in his office here tomorrow at 12 noon at a luncheon meeting to plan the 1957 drive on behalf of the United Jewish Appeal.

Monroe Goldwater, president of the Greater New York UJA, will report on this year's campaign at tomorrow's meeting. There will also be the presentation of a special award to Leon Goldberg, vice-president of United Artists, chairman of last year's UJA campaign for the industry.

NameShaping

(Continued from page 1)

at which Michael Todd will be honored for his contributions to humanitarian causes and his furtherance of the interfaith movement. Todd is expected to be joined by his wife, Elbeth Taylor. Alexander F. Miller, national director of Community Service Division of the Anti-Defamation League will be the principal speaker.

New nominations for vice-presidents are Joseph B. Rosen of Universal Pictures and Nat Rudich of United Artists. Nominated for re-election as vice-presidents are Marvin Kirsch of Radio and Television Daily; Milton Livingston of Universal; Norman Robbins of National Screen Service; Cy Seymour independent exhibitor; Jack Weisman, Lou Wolff of Brandt Theatre and Al Wilde. Abe Dickstein of 20th Century-Fox was nominated as secretary and Jack H. Hoffberg was nominated for re-election as treasurer. N. E. Youngstein, as the past president was renominated as chaplain. Nominated for re-election as trustees were Max B. Blackman, Julius Collins, Harold L. Danson, Leo Jaffe, Moses Kove, Joseph Maharam and Arthur Schwartz.

Council Delegates Nominated

Robbins, Hoffberg and Livingston were nominated as delegates to Metropolitan Council of B'nai B'rith and S. Arthur Glixon, Jack H. Levin and Hoffberg as delegates to the District Grand Lodge convention to be held in May with Levin and Howard Schulman being nominated as alternate Council delegates and Livingston and Martin Levine being nominated as alternate convention delegates.

Ft. Worth Newspaper Assists in Sweepstake

The "Fort Worth Star-Telegram" which rarely participates in outside promotions, has joined 26 Fort Worth theatres in promoting the Academy Award Sweepstakes in that city. Robert W. Coyne, special counsel for COMPO, was advised at the weekend by Al Peterson of the Interstate Circuit.

Nearly half a page, with eight photographs of the leading nominees, was printed in the Sunday edition of March 10, together with the ballot.

The first prize is \$350 in cash which may be used for a visit to Hollywood with studio tours arranged for the winner. The other prizes are theatre passes, ranging from a one-year pass for two to any of the participating theatres to single passes to any theatre of the winner's choice.

Rename Chicago Theatre

CHICAGO, March 17. — The new name of the Selwyn Theatre, when "Around the World in 80 Days" scheduled to open April 4, is Todd Cinestage. Bill Norton has come from New York to act as manager of the theatre.

Television Today

IN OUR VIEW

AM COOK DIGGES, general manager of WCBS-TV, the CBS network flagship station in New York, recently made a few cogent observations at a BMI TV clinic of television managers held at the Hotel New York. His references of particular interest to this corner concerned one of our pet projects—public service.

Television broadcasters, declared Digges, are doing in effect a substandard job of "selling" their public service programming efforts to the public, press and government. Specifically, the television executive said, broadcasters are doing a wonderful job of public service programming but a terrible job of selling that fact to Congress, to the Federal Communications Commission, to other governmental agencies, to public service organizations and to the public. "The fault lies chiefly, says Digges, in the 'follow-up.'"

We have insisted for a long time that the area of public service is one in which the television industry can do itself an enormous amount of good. One of the strongest, surest and most effective ways to circumvent the do-gooders and the pressure groups who always are on the scene to penalize in one fashion or another such communications media as television is to offer in rebuttal facts and figures concerning honest, conceived, well executed—and properly publicized public service programming.

There is nothing less than silly modesty behind a failure to publicize to the fullest public service programs of good intent. It is passing strange so often that such industries as television, and in many cases the motion picture as well, do such a splendidly effective and productive job in selling their wares to the public, and as it will do the most for them, but fall down miserably when it comes to making productive capital out of their own endeavors, institutionally, if you will.

Another further aspect of Mr. Digges' observation was that station personnel are encouraged to serve public service organizations as volunteer workers. This is marginal but of some value, without question. He further sug-

Believes FCC Has Power To Rule on Toll TV

From THE DAILY Bureau

WASHINGTON, March 17 — Federal Communications Commissioner Chairman McConaughy expressed a very guarded belief that the FCC has legal power to rule on subscription television.

Some opponents of toll TV have taken the stand that the FCC does not have power to pass on the question, but must refer the matter to Congress.

During the appearance of the Federal Communications Commissioners Friday before the Senate Commerce Committee, McConaughy was asked whether the FCC had power to pass on the matter. "Yes, we have the power," he said. He paused, and then cautiously added, "we think." After another pause, he hedged still further with the statement, "there are some legal questions we have to clear up first."

The commission has tentatively set a meeting to consider the pending toll TV applications, but final action is not expected. This would be the third meeting to consider the subject.

The committee on Friday wound up for the time being its current questioning of the commission. Toll TV only came up briefly.

Approve \$8,300,000 FCC Appropriation

From THE DAILY Bureau

WASHINGTON, March 17. — The House Appropriations Committee voted to give the Federal Communications Commission less money than it asked for the coming fiscal year, but still more than it had this year.

The committee approved an \$8,300,000 appropriation for the FCC for the year starting July 1. This was \$650,000 below the budget request but \$472,000 above this year's appropriation.

The committee said the FCC "is dealing with an industry that is growing rapidly and it should exercise all due diligence to use the funds provided efficiently to the end that prompt and efficient service is given the public."

He suggested a station office of public affairs, which is an admirable idea, certainly worthy of careful attention.

Mr. Digges suggests varied methods and procedures, all worth study. With those we are not here concerned, but we are strongly concerned in the importance to each and every station and thus to the whole of the television industry, of a consciousness of, and an active participation in, public service programming. It will pay real dividends—in so many ways.

—Charles S. Aaronson

Wage Law

(Continued from page 1)

wage coverage. The AFL-CIO is proposing coverage for all enterprises with more than four outlets or more than \$500,000 of sales. The Labor Department is proposing coverage for enterprises with more than 100 employees and more than \$1,000,000 a year in out-of-state purchases.

Brylawski, who will also testify in the near future before a House Labor Subcommittee, said theatres were "a notable and lamentable exception to the general prosperity of the country. We cannot stand any additional expenses and burdens. At the cost of being trite, I must advert to the old saying about 'the straw that broke the camel's back.'"

'Distress Industry'

Lydon pointed out that "we have been, and we still are, recognized as a distress industry." He said pending proposals would increase the financial burden of theatre chains, which he termed the "backbone" of the industry.

The motion picture theatre, Brylawski argued, is a unique operation, quite different from the regular retail and service establishments which pending bills really seek to cover. He said the industry's permanent and technical employees are extremely well paid, but that 90 per cent of theatre employees are not permanent employees but rather retired persons, students and others seeking part-time jobs to supplement other income.

Each a Separate Entity, He Says

Brylawski said neither the number of theatres operated nor the dollar volume of business done is a fair measure of a theatre enterprise's ability to stand the Federal minimum wage. This is so, he declared, because the Paramount Decree requires theatre by theatre film buying, and each theatre operates as a separate entity. Frequently, he said, larger theatres have larger overhead and expenses, and so are at a disadvantage in bidding against smaller individually-owned theatres—a disadvantage only increased by being made subject to the minimum wage law.

Any legislation approved by the Committee should clearly exclude theatres from Minimum Wage Law coverage, Brylawski concluded.

Sees 8,400 Houses Affected

Lydon said the AFL-CIO proposal to cover enterprises with five or more units or over \$500,000 of sales would cover some 8,400 theatres owned by 460 chains or circuits. Though these are less than 50 per cent of all theatres, he said, they are the backbone of the industry, accounting for 80 per cent of the capital investment in all theatres, 85 per cent of all domestic film rentals, and 80 per cent of all theatre employment.

The pending proposal, he argued, would cover circuits on some mistaken assumption that they can afford to pay higher rates. On the contrary, he declared, chains have many bur-

UA, Eberstadt Discuss Underwriting of Stock

Officials of United Artists met here at the weekend with representatives of the Wall Street financial organization, F. Eberstadt & Co., regarding the underwriting of a public stock issue, it was reported. The company seeks to acquire about \$6,000,000 for financing its production program and other operations.

The negotiations to have F. Eberstadt & Co. commit itself to underwriting the first public stock issue of the privately-owned corporation will continue at meetings scheduled for this week, it was said.

Appoint Nizer

(Continued from page 1)

traditional ties. Notice has been given that the Peoples' Candy Co. concession in Loew's Theatres, which expires at the end of this year, will not be renewed, and the theatre company plans to operate its own concession wherever practical. Also, there will be a general review of company personnel.

"As president" Vogel said, "I inherited a great company's reputation as the foremost motion picture corporation in the world, one that has paid out more than \$173,000,000 in uninterrupted dividends. I am determined to put through a constructive program for the restoration of Loew's Inc. and M-G-M to their preeminent position. I am beholden to nobody but the stockholders and nothing will deter me from removing every cause of past criticism."

Further important announcements on the policy level will be made by Vogel at the next meeting of the board of directors scheduled for March 28.

Lydon said smaller theatres do not have, including higher investment and overhead, increased vulnerability in film rental and labor negotiations, and frequently an obligation to continue operating some weak theatres.

Under the proposal, Lydon told the subcommittee, 305 theatres in the Boston exchange area would be subject to the law while 398 remained exempt. Yet 99 of the exempt theatres would compete directly with covered theatres, he declared. He cited a chain which has already been reduced from 26 units to 12 units, and said this chain under the bill would be faced with exempt competitors in nine of the 11 towns where it now operates.

Points to Good Working Conditions

Lydon said theatres have had good relations with their part-time employees, and with little turn-over and long waiting lists. He warned that higher wage rates for the lowest-bracket employees such as ushers and cleaners would force higher wage rates all along the line for the better-paid workers, with harsh consequences to the theatre owners.

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1956 st Industries et Income \$6,140,094

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The 1956 consolidated net income of the Motion Picture Industries Corp. and its subsidiaries, including RKO Theatres and non-theatrical interests, amounted on a pro forma basis to \$6,140,094 after the reorganization which took effect as of May 1, 1956, was \$3,234,000 before special items and \$6,140,094 after including net gains on sales of properties, Dudley G. Layman, chief vice-president, announced today.

Hargreaves Sails Sunday to Launch U.S. Venture

By PETER BURNUP
LONDON, March 16 (By Air Mail) — The trade's official farewells said Kenneth N. Hargreaves, all now set for the launching of the Organisation's grand assault on the American market. Hargreaves and wife sail for New York in the S.S. "United States" on Sunday, March 24. Hargreaves' chief Geoffrey Martin flies to New York on Wednesday.

Goldwyn Suit Postponed for Week

Special to THE DAILY
SAN FRANCISCO, March 18 — The suit of Samuel Goldwyn's anti-trust against National Theatres, West Coast Theatres and others postponed again today for one week.

Television Today

Page 5

Skouras Convenes Business Building Unit Tomorrow

The Motion Picture Association of America's business building coordinating committee, chairmaned by Spyros P. Skouras, president of 20th Century-Fox, will meet here tomorrow at 10:30 A.M. to review the joint industry program and to discuss its financial aspects.

Attending the meeting, which will be held at the 20th-Fox board room here, will be Skouras, A. Montague, Dave Blum, James Perkins, Roger Lewis, Paul Lazarus, Jerome Pickman, Alfred Tamarin, Gil Golden, Phil Gerard, Kenneth Clark and Taylor Mills.

MPAA Annual Meeting Postponed from Mar. 25

The annual meeting of the Motion Picture Association of America, which had been scheduled for next Monday, has been postponed without a new date having been set.

The postponement reportedly was due to the fact that several members of the board will be out of town next week.

Eric Johnston, MPAA president, is scheduled to speak in Seattle next week. He will be in New York on April 8 for a luncheon meeting of the distributors' arbitration committee with exhibitor organization representatives, and is scheduled to leave for Europe April 10.

Efforts are being made to schedule the meeting for next week.

TOA Making Closer Field Relationships

Theatre Owners of America is currently establishing a closer liaison with its local units across the country by having its field man, George Roscoe, work with individual exhibitor groups in solving problems affecting the theatremen. Roscoe is currently in Illinois working with that state's TOA affiliate in bolstering its membership, fighting adverse state legislation and taxation.

The TOA field representative, following the conclusion of his work in Illinois, will spend some time in St. Louis and then go to Arkansas to aid exhibitors there.

Go 'All Out' In Tax Study

New York City exhibitors will "go all out" in supplying information and operating data to the special citizens committee appointed by Mayor Robert F. Wagner to check on the effect of the five per cent admission tax on motion picture theatres.

This was decided upon by representatives of the Independent Theatre Owners Association and the Metropolitan Motion Picture Theatres Association who met last week in the first of a series of meetings with the city investigating group. The latter is composed of Thomas Jefferson Miley, Francis W. H. Adams and David Dubinsky.

Representing exhibitors in the forthcoming study is (Continued on page 5)

Sweepstakes Strong In Ohio Territory

Special to THE DAILY
CLEVELAND, March 18. — The "Cleveland Plain Dealer," which is sponsoring the Academy Award Sweepstakes contest here, is offering a first prize of \$200. Twenty-five other prizes, consisting of season and theatre passes are to be given by the participating theatres which now are definitely established, as four downtown.

(Continued on page 2)

Selig New President Of Fox Inter-Mountain

Special to THE DAILY
DENVER, March 18. — Robert W. Selig has been elected president of Fox Inter-Mountain Theatres, Inc. and its subsidiaries, succeeding Frank H. Ricketson, Jr., now vice-president and general manager of National Theatres, Inc. Ricketson will continue as chairman of the board of Fox Inter-Mountain.

Selig heads a seven state operation and his promotion includes (Continued on page 5)



Robert W. Selig

Two-Point Plan Acquire Cable TV Franchise First: Gordon

Advises Exhibitors Act in
'Theatre Cable Prospect'

Julius M. Gordon, president of Allied States Association, has presented to the membership of his national exhibition organization, a two-point plan in which exhibitors would acquire wire television and motion picture franchises as a means of protection from outside groups with vested interests in cable pay-TV.

In a bulletin to all Allied units, Gordon urges that theatremen "petition the city government for the right to string wires across streets in the community, on an exclusive basis if possible."

(Continued on page 2)

Allied Trade Program Position Uncertain

Allied States' position in relation to the industry's business-building campaign appears momentarily, at least, to be something of a question.

The campaign report of the Joint Business-Building Committee issued last week following ratification of the (Continued on page 2)

'Dolphin' Bow Will Aid Fund for Greek Orphans

Twentieth Century-Fox's "Boy on a Dolphin" will have its premiere April 10 at the Roxy Theatre here with a benefit performance for the Queen's Fund for Greek Orphans. The picture is the first American film to be made in Greece.

The Queen's Fund, of which Mrs. Spyros P. Skouras is president, is an organization dedicated to the care and rehabilitation of Greek orphans. Funds collected in the United States provide these unfortunate children with food, clothing, medical care and shelter and supplements the activities of the Greek government on their behalf.

PERSONAL MENTION

HENRY GINSBERG, producer, will return to the Coast tomorrow from New York.

HAROLD BOXALL, managing director of London Film Productions, Ltd., arrived here yesterday from England via B.O.A.C.

CHARLES "BUD" BARRY, M-G-M vice-president in charge of television operations, is in Hollywood from New York.

MITCHELL WOLFSON, head of Wometco Theatres of Florida and an officer of Theatre Owners of America, has returned to Miami Beach from New York.

OLIN H. CLARK, M-G-M Eastern story head, returned to New York yesterday from a vacation in Jamaica, B.W.I.

ADRIAN AWAN, 20th Century-Fox special exploitation representative, left here yesterday for Pittsburgh.

SANDY KAIT, of the Buena Vista home office advertising department, has left there for service with the U. S. Army.

MEYER ADLEMAN, a director of National Film Service and president of States Film Service, has returned to New York from Canada.

JOHNNIE RAY will leave here today for London via B.O.A.C.

IRVING SOCHIN, general sales manager of Rank Film Distributors of America, left here yesterday on a two-week, coast-to-coast business trip.

Col. Executives Buy Interest in Circuit

PHILADELPHIA, March 18. — An interest in the independent Lewen Pizor theatre circuit was purchased by two key distribution executives—Harry Weiner, district manager for Columbia Pictures, and Lester Wurtele, Columbia branch manager here. Both will continue in their distribution posts.

Their investment involves the Ace and Tioga here and the Colonial in Phoenixville, Pa. The Ace was recently closed but is expected to reopen shortly.

Gordon Advises on Wire-TV

(Continued from page 1)

sible, and to contact the power companies asking their permission and price to string your cable on their poles."

Gordon writes that "it is none too soon for members to protect themselves from the cable theatre prospect. It is our understanding that some rather substantial combinations are forming to try to grab off 'franchises' in communities throughout the country. I think that probably over the long pull a lot of law will be developed having to do with these 'franchises,' but in the meantime, to protect themselves, I would advise members to do what we are doing in those towns in which we operate, which is

petitioning the city government for the right to string cables and contacting the power companies for the use of their poles.

"As you perhaps remember, I have been talking 'the cable theatre' at our last few conventions and am rather optimistic about the possibilities. I saw the Jerrold Electronics Corp. general manager in Dallas and talked with him for several hours and told various of our leaders that he was present and available if they chose to visit with him. You probably also noticed by the trade papers that Telemeter is now going to enter the cable theatre field. I think you'd better grab those poles, kid," Gordon concluded.

Allied Position

(Continued from page 1)

merged Compo-TOA and MPAA promotion plans, made no mention of Allied.

It is understood that Allied will be invited to participate in the program, and sponsors hope that it will agree to do so. Meanwhile, however, the Joint Committee recommended that the business-building program be made a Compo project. Allied is not a member of Compo although conferences on the conditions under which it would again become a Compo member are being held from time to time. If they were concluded favorably and Allied rejoined Compo, it would automatically have a part in the business-building program.

Actually, the Allied board of directors is on record as urging action on a business-building program and authorized Wilbur Snaper of New Jersey Allied to represent it at committee meetings at which the campaign was planned.

Snaper attended only one or two of the meetings, however.

Mrs. Nearing Is Winner And Still Champ on '21'

Mrs. Vivienne Nearing, member of the Warner Brothers home office legal staff and the new champion on "Twenty One," the television quiz program featured on the NBC network, last night defeated her first challenger, Cecil Rhodes, Jr., but ended the evening one point behind her second challenger.

Mrs. Nearing added \$2,000 to her winnings last night, bringing the total to \$16,000. She will meet her current challenger, Charles Bloomgarten, again next Monday evening with the score standing 11-10 against her.

New Step for N. Y. Bill Banning 'Bias' Films

ALBANY, N. Y., March 18. — Reported favorably by the Senate Committee on Education the Periconi Bill amending section 122 of the education law to authorize the Motion Picture Division of the State Education Board to refuse a license where a film in whole or part "disparages against one's nationality or color," is now "starred" on general orders calendar. This means it will be moved for advancement to third reading when the sponsor, Senator Joseph F. Periconi, Bronx Republican, requests action.

The measure would take effect July 1. The companion De Salvio bill was killed by the assembly judiciary committee.

Make Promotion Kit On 'St. Louis' Tour

A promotion and publicity kit on the nationwide tour of the Spirit of St. Louis airplane, which ties in with the current Air Force recruiting drive and the organization's fiftieth anniversary celebration, has been prepared by the Warner Bros. home office publicity department.

The kit, which has been distributed to local theatre contacts and company field men in cities where the plane will be on exhibition, contains detailed information on the arranging of airport welcoming celebrations for the plane, in addition to feature stories and photographs for local newspaper and television planting.

Expect Burke Judgment In Schine Case Today

BUFFALO, March 18. — It is expected that Federal Judge Burke tomorrow will enter a judgment of conviction in the Schine contempt case, and will at the same time set a date for sentencing of the defendants.

Detroit Patrons 'Pleased' With Sweepstakes Promotion

Special to THE DAILY

DETROIT, March 18.—First report in this area on public reaction to the Academy Award Sweepstakes coming from the United Detroit Theatre which feels that the public is "pleased and definitely interested."

As for new business resulting from the Sweepstakes, it is pointed out that could not be expected this early. The patron must already be in the house to participate, and if good will thus engendered is to show, it must be in coming weeks or months.

Sweepstakes

(Continued from page 1)

first-runs and three neighborhood theatres. The downtown houses are Loew's State and Stillman, the Stanley-Warner Allen and the independent Hippodrome. The neighborhood houses are the Colony and Vogue in Shake Heights and the Keith 105th St. and Euclid and E. 105th St.

In the northern Ohio territory the contest is especially strong. In Toledo all nine major theatres are sharing the promotion with an automobile as the grand prize. The Stanley Warner circuit is active in Akron, Lorain, Lima, Findlay, Massillon, Mansfield and Coshocton. The Shea circuit is taking part in Akron, Dover, New Philadelphia, Ashtabula and Geneva and the Jack Armstrong circuit in Fostoria, Bowling Green, Napoleon, Maumee and Perrysburg. The entire Schine circuit of some 20 theatres is also participating in Ohio.

NEW YORK THEATRES

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PEOPLE

Norman Poller, formerly with RKO Radio for 15 years, has joined the publicity staff of Rank Film Distributors of America. His first assignment will be on "Reach for the Sky," the first of 16 Rank Organization productions scheduled for release in this country.

□

Stan Gross, veteran district manager for the Wisconsin chain of Stanley Warner Management Corp., has signed this post for reasons of health. He will be reassigned in the very near future, possibly to Appleton, Wis., as city manager. He was stationed in Chicago prior to taking his present position three years ago. Alex Halperin, zone manager of the Midwest area, announced that Harry Mintz will take over as district manager. Mintz formerly headed the territory, until he resigned to retire to private business.

□

Douglas Whitney, RKO Radio silent head, has submitted his resignation to take effect March 30. Whitney joined RKO in 1955.

□

Art Goldsmith has joined Distributors Corp. of America's sales staff. Formerly with RKO Radio for 32 years, he will represent D.C.A. in the Cleveland and Pittsburgh areas.

□

Robert Stern has succeeded Robert Cringan as Calgary branch manager for 20th Century-Fox. Cringan is entering his own business. Also leaving the branch is Jack Gow, Calgary salesman under Cringan. Jack McEann, head booker of the Western change, succeeds Gow.

□

Jack O'Bryan, Oregon representative for United Artists, has been elected president of the Portland Council, Navy League of the United States.

□

W. G. Carmichael has assumed his duties as manager of the Charlotte branch of Allied Artists. He went there from Oklahoma City, where he was also manager of the AA branch. In Charlotte, he succeeds F. E. Dyer, who signed.

Kimelman to Continue Paramount Consultant

PITTSBURGH, Pa., March 18. — David Kimelman, Paramount branch manager here who will retire April 29 after 32 years with the company, will serve Paramount in a consultative capacity after that date for an extended period, it was learned here today. Kimelman will be succeeded as branch manager by Eugene Jacobs who at present is assistant to Hugh Owen, vice-president of Paramount Film Distributing Corp.

Casting Male Roles Difficult: Waterfield

Most difficult these days for an independent is casting, producer Robert Waterfield told trade writers yesterday. He doesn't have trouble finding female stars; he has Jane Russell, his wife; but it's the males; there are, he believes, only "four or five" good ones. To get these "big fellows," he has to make deals such as the one with Clark Gable, for "The King and Four Queens." This is, ten per cent of the gross, or 50 per cent of the net, whichever is better.

As it is, pictures cost him approximately \$1,000,000. These costs certainly are not going down, he hazarded. He predicted "The King" would probably bring a gross of about \$4,500,000.

Slate 'Nightgown' for July

Waterfield's current picture is "The Fuzzy Pink Nightgown." United Artists will release it probably in June or July, and for the week past he has been talking with its executives and with George Schaefer, his representative, on its promotion.

He'd like to have a bigger hand in promotion, he conceded. Much as he, a former football star, has learned about the business in some four years, there's much more; and he feels helping sell the picture would help him.

—F. S.

Ask Support of Laws 'To Safeguard Decency'

COLUMBUS, O., March 18. — The Ohio Catholic Welfare Conference in a two-day meeting here asked for "vigorous public support" of legislation which "would safeguard decency in publications and entertainment." The conference said that efforts of legislators to "safeguard decency" in all public exhibition of films and printed matter should have wide support.

In a statement on entertainment and publications, the conference said: "While we recognize that the chief responsibility rests on parents and public opinion for all forms of public entertainment, we hold the firm conviction that public authority cannot be absolved from its own direct responsibility for maintaining the highest standards of public decency and morality."

N.Y. 'Classification' Bill Is Killed

ALBANY, N. Y., March 18. — The Assembly Committee on Public Education has killed the Marano Bill, amending the Education Law to provide that the State Education Department's Motion Picture Division classify films as "suitable for adult audiences only or as suitable for exhibition to all persons."

A companion measure, introduced by Senator William T. Conklin, Brooklyn Republican, is still in the Senate Committee on Education.

The Catholic War Veterans is one of the organizations which expressed support of the proposal.

Expect Agreement on UA Stock Issue Soon

United Artists and F. Eberstadt & Co. expect to conclude an agreement within "two to three days" in which the Wall Street financial organization commits itself to underwriting the entire or a portion of the film company's contemplated public stock issue, it was reported yesterday.

According to a U.A. official, progress is being made, but there was "nothing definite thus far." The motion picture company, which has been talking with other Wall Street houses such as Lazard Freres, it was reported, is seeking to acquire about \$6,000,000 from a public stock issue and about \$10,000,000 from the sale of debentures.

'Lurid' Posters Seized By Police in Rome

From THE DAILY Bureau

ROME, (By Airmail), March 15.—Some 2,000 film-advertising posters have been seized by the police of this city at the headquarters of the distributing company, Ceiad-Columbia, for being what is termed "vulgarily pornographic."

The posters referred to the French picture "En Effeuillant La Marguerite," starring Brigitte Bardot and released in Italy under the title "Miss Spogliarello" (Miss Strip-tease).

Penalty Could Be Severe

Under the Italian penal law, the distributor could face trial and could be sentenced to jail from three months to three years.

Spokesmen of the distributing company pointed out that the posters had no intention of putting immoral material into circulation, but only the purpose of merely illustrating the Italian title of the picture which had been approved by the officials of the Government censorship.

Chile Branch Wins UA International Drive

United Artists' Santiago, Chile, branch has won the grand cash prize in the 1956 international "coats off" drive honoring Max E. Youngstein, vice-president, it was announced yesterday by home office co-captains Andy Albeck and Alfred Katz.

The grand prize in the exploitation phase of the 12-month campaign has gone to Singapore. The Panama office has won first place for the year in the administration competition.

Correction

Two names of personnel in Universal Pictures' exchanges were inadvertently misspelled in a story in MOTION PICTURE DAILY of March 13. The correct names are Walter Goryl, now booker for the company in Detroit, and Ronald Roth, now booker in Washington.

... NEWS ROUNDUP

Dinner Nets \$80,000

Proceeds from the entertainment industry's dinner in tribute to Jimmy Durante on Sunday night were estimated yesterday to be \$80,000. The dinner was sponsored by the Jewish Theatrical Guild. Participating in the proceeds will be the Motion Picture Relief Fund, Actors Fund, Catholic Actors Guild, Yiddish Theatrical Alliance, Negro Actors Guild, Episcopal Actors Guild, Will Rogers Hospital and the welfare funds of the American Guild of Variety Artists and the American Federation of Television and Radio Artists.

TOA Directory Service Out

Theatre Owners of America members will shortly receive the organization's Foreign Film Directory Service, a monthly bulletin which will list all information currently available on foreign product. The first issue informs exhibitors of what product independents distributors are releasing, the running time of the picture, language, whether titled or dubbed, and whether the picture has a Production Code Seal or a rating from the Legion of Decency.

To Pick 'Sweetheart' Today

Results of a city-wide beauty contest for "The Sweetheart of Men In War" will be announced here today at the Capitol Theatre, where United Artists' "Men In War" will begin its New York engagement.

APRA Honors 'Persuasion'

The American Public Relations Association, Greater New York Chapter, will present here today its first motion picture award to Allied Artists Pictures and producer William Wyler, for their film "Friendly Persuasion."

Report 'Allison' Does Well

Twentieth Century-Fox's "Heaven Knows, Mr. Allison" opened to "excellent" business over the weekend in its first three engagements, according to theatre reports. In three days at the Roxy here, the picture grossed \$70,255. In the same period at San Francisco's Fox, it grossed \$16,980 while at Washington, D.C.'s Loew's Capitol, the three-day business reached \$15,785.

To Produce 'Prosecutor'

Producer Milton Sperling has announced that he has entered into a production arrangement whereby he will present Justice Bernard Botwin's recent best-selling novel, "The Prosecutor," as a Broadway stage production and subsequently as a motion picture.

National Pre-Selling

"NOW Hollywood has come close to going too far," jokingly reports "Life" in the March 18 issue. "It has carpeted wall-to-wall or ear-to-ear the shining noggin of Yul Brynner. In his next role as Jean Lafitte, the pirate in Cecil B. DeMille's first movie musical 'The Buccaneer,' Brynner is a bewigged brunette." "Life" made photos on the sets of "The Buccaneer" of Yul Brynner wearing a wig to illustrate this new development.

"Full of Life," says Florence Somers in the March issue of "Redbook," "is full of fun—it's a warm, genuinely humorous, young-family story. And it has Judy Holliday, who can and does charm everyone."

A striking page ad on "Designing Woman" appears in the April 2 issue of "Look."

"Fear Strikes Out" received a laudatory review in the March 18 issue of "Time." The reviewer labels this new film as "a solid hit."

"Ten Thousand Bedrooms" will be advertised on the table of contents page appearing in the March 23 issue of "The Saturday Evening Post."

"Fifteen months ago," reports Ed Miller in the March issue of "Seventeen," "the great hot-trumpet player, Louis 'Satchmo' Armstrong, was featured by Edward R. Murrow on his CBS-TV show, 'See It Now.' That program has since been expanded into a full-size movie 'The Saga of Satchmo'—a fascinating fact-film which tours along with Louis and his band through Europe to Africa for one of the most extraordinary jam sessions ever held."

In "Fear Strikes Out," reports Marshall Scott in the March issue of "Cosmopolitan," "Anthony Perkins, one of the brightest of Hollywood's new stars, is an excellent choice for the role of young Piersall. He is believable, both as a ball player and a sensitive young man cracking under pressure too great for him. The ever-dependable Karl Malden is equally good as his father."

WALTER HAAS

FILMS for Denmark Iceland and West Indies

Producers or distributors with American feature pictures available for Denmark, Iceland and the West Indies are invited to communicate with the Cinema Service Division of Quigley Publications, 1270 Sixth Avenue, New York 20, N. Y.

REVIEWS:

The Vintage

MGM—CinemaScope

HOLLYWOOD, MARCH 18

FILMED IN CinemaScope and MetroColor in the South of France, where the story is laid, this production by Edwin H. Knopf, directed with skill and understanding by Jeffrey Hayden, is a beautiful thing to look at. It is an extraordinarily well photographed presentation of the novel by Ursula Keir via a screenplay by Michael Blankfort. The cast, headed by Pier Angeli, Mel Ferrer, John Kerr, Michele Morgan, Theodore Bikel, Leif Erickson, Jack Mullaney and Joe Verdi, performs with impressive sincerity the principal roles. Music by David Raksin is appropriate to the luxuriant scene of the story, the cinematography by Joseph Ruttenberg is magnificent, and the ways and means of harvesting grapes and making wine are informatively and attractively revealed in the course of the story, which has two main love themes, one of them ending happily.

The story opens with the arrival of two Italians, a murderer and his brother, in Southern France, where they seek employment by Erickson as grape pickers. Kerr, the murderer, whose reason for the killing is rationalized in the dialogue, falls in love with Erickson's wife, Miss Morgan, while Ferrer, the brother, who is seeking to prevent Kerr's capture, falls in love with her young sister, Miss Angeli. Bikel is leader of a group of grape pickers who befriend the brothers. Kerr makes a wood carving of Miss Morgan, who defends him first against her angry husband and later against a police officer who, nevertheless, discovers and kills Kerr. When Ferrer, grieving for his dead brother, leaves the vineyard, Miss Angeli goes with him.

The picture, fashioned somewhat more closely to the art-theatre style than most American films, figures to please thoroughly the discerning type of audience for which it clearly is intended.

Running time, 99 minutes. General classification. Release, in April.

WILLIAM R. WEAVER

The Storm Rider

Regal-20th Century-Fox—Regalscope

HOLLYWOOD, MARCH 18.

SCOTT BRADY, MALA POWERS and Bill Williams are the top billing names and principal players in this top-drawer Western story filmed in Regalscope by Regal Films. It is a Brady-Glasser Production, signifying the partnership of Bernard Glasser as producer and Scott Brady as star, and it is splendidly directed by Edward Bernds from a script by himself and Don Martin based on a novel by L. L. Foreman.

Like most of the genuinely memorable Western melodramas in screen history, the picture highlights a street duel with six-guns among its suspenseful features, but this is reported in praise—not in fault-finding—as is the far from customary ending in which the hero and heroine renounce romance. The picture holds steadily from the opening, builds as it goes, and finishes strong. It is a firm bid for solid business.

The story opens with Brady, a professional gunslinger recently employed by the Cattlemen's Association, arriving in the town of Hartwell, where he is known as the man who killed a locally famous gunman in Abilene, reportedly by a shot in the back. Brady disregards the local sheriff's suggestion that he ride on away, let the local folks take vengeance upon him, and remains to become a member of organized ranchers who need a strong man to oppose a despised land-grabber. (Miss Powers, widow of the man Brady killed in Abilene, honorably, is one of the ranchers he joins up with, and the woman he would have married at the fadeout if this had been the standard brand of Western script).

There are several side plots and subsidiary story threads, but all are pulled together when the Apache Kid, a gunslinger hired by the land-grabber and well played by George Keymas, arrives in town, and kills a popular rancher by way of precipitating a fight in which he intends to kill Brady. This leads to the shooting match which, in turn, leads to the unformula finish.

Running time, 70 minutes. General classification. Release, in March.

W. R. W.

List Industries

(Continued from page 1)

cents per share before special items and \$1.42 per share, including the gains.

In 1955, before the reorganization, earnings amounted to approximately 62 cents per share before special items and 56 cents per share after special items. Provisions for depreciation and similar non-cash charges made against earnings amounted to approximately \$3,500,000 in 1956 and \$1,600,000 in 1955.

The statement of consolidated income for the year ended Dec. 31, 1956 includes the operations of Gera Corp. only from May 1, 1956, the approximate date of acquisition. No federal taxes on 1956 income of Gera Corp. are provided on account of net operating losses of a predecessor company.

List Industries has 4,326,044 shares of common stock outstanding.

Hargreaves to Sail

(Continued from page 1)

greaves *au revoir* at a largely attended Savoy Hotel luncheon organized by the London Cinema Luncheon Club under the chairmanship of Sir Alexander King and with speeches of goodwill from Sir Henry French, Sir David Griffiths and George Singleton, the presidents respectively of the three trade associations.

In his speech of appreciation Hargreaves said: "There may be difficult days ahead of us, but we have a very definite goal in sight. It is very important that this venture shall achieve a measure of success."

"I believe that it is a possibility, otherwise I would not have taken the job on. The degree of responsibility that devolves on me is only matched by the measure of opportunity ahead of me."

See Toll TV Decision 'Still Some Time Off'

WASHINGTON, March 18. — The Federal Communications Commission met today to discuss subscription television, but the seven commissioners came out of the meeting with the feeling that a decision on the subject is still some time off.

Today was the third commission meeting on the question and at least several more sessions are expected before the FCC comes up with any conclusions. "Because of the magnitude of the thing," one commissioner said, "it's just going to take us a lot of time to make up our minds about it."

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Study of Tax

(Continued from page 1)

oming conferences in which a decision will be reached on what theatre tax situation are Harry Brandt, William Namenson, Julius Sanders, Morton Sunshine and Edith Marshall ITOA and Sol Strausberg, Emanuel Fisch, Sol Schwartz, Leopold Friedman, Martin Newman and D. John Phillips of MMPTA.

Following last Friday's meeting between exhibitors and the citizens committee, it was decided that no time will be lost in launching the tax survey, according to a city representative. The city committee's study is purely fact finding one and not one to make commendations. Its report will be submitted to the Board of Estimate for its consideration by May 1.

Selig Elected

(Continued from page 1)

the presidency and directorship of 11 corporations. For some time he has been a division manager for the 400-theatre circuit.

He joined the company in 1939. Born in Cripple Creek, Colo., he returned to Colorado from San Francisco where he served as western division manager for Gaumont-British Picture Corp. Selig lives here with his wife and a 17-year old son, Robert Jr. For many years a leader in community affairs, Selig, 47, is president of the University of Denver board of trustees. He is also director of Cherry Creek Bank, the Downtown Denver Improvement Assn., the Rocky Mountain Corp., the Denver Centennial Commission, Valley Forge Foundation, and others.

Goldwyn' Suit

(Continued from page 1)

Week. Judge Edward P. Murphy ordered the continuance to await the decision of the United States 9th district Circuit Court of Appeals, which last Wednesday took under advisement a petition filed by Goldwyn's attorneys to set aside a pre-trial summary judgment handed down by Judge Murphy last Oct. 3.

In this ruling Judge Murphy excluded from trial consideration of 20 of the 27 films named in Goldwyn's monopoly suit on the grounds that the statute of limitations barred them from trial consideration.

The appeals court decision on the Goldwyn petition is expected to be handed down in the next few days.

IPAA Meeting

(Continued from page 1)

le an early April meeting of the board to consider recommendations expected to be made to it on the industry's Jubilee business-building program by the coordinating committee of which Spyros P. Skouras is chairman. A meeting of the committee probably will be held here tomorrow to consider the business building program ratified by the joint industry group last week.

Television Today

PASSING IN REVIEW....

THERE IS NOT very much substance to the television week just concluded, but it was, nevertheless, a rather interesting week. The social climax came Saturday night with NBC-TV's 90-minute coverage of the presentation of the Television Academy's annual awards. Just about everybody was there—Edward R. Murrow, Rin Tin Tin, Faye Emerson—all the people the nation knows and loves so well. Those who didn't actually receive awards got a chance to give them out or, at least, to be seen at their tables by the camera's panning eye.

Better Than Last Year's

This year's show was a good deal higher on entertainment than those of previous years, but the matter of the awards themselves remains one of the industry's major unsolved problems. It may be, in the last desperate analysis, impossible to pick the best from such a tremendous amount of material of such wide variety.

Positively speaking, Saturday night's show, however, did give the nation a glimpse of the latest fad in the Hollywood-New York Behavior Pattern. In years past, winners in accepting their awards simply went all over dewy and shed a tear or two. Now, male winners especially, are so overcome that they must kiss—continental style—the person, male or female, who is presenting the award. Jimmy Durante, one of the presenters, stopped this nonsense quite neatly. As an emotionally overwhelmed male bore down on him, Jimmy croaked: "Don't you dare kiss me unless you can cook!"

Fitzgerald Work Stands Out

The week's best drama was Playhouse 90's presentation of a very difficult subject, F. Scott Fitzgerald's unfinished novel, "The Last Tycoon," adapted and finished by Don M. Mankiewicz. With Jack Palance in the title role, the drama suggested a lot more passion and depth than was written into the script by Mankiewicz. There were a couple of fine moments when the complicated genius of Monroe Stahr was successfully caught by both Palance and Mankiewicz: Stahr's attempt to define his seemingly arbitrary decisions, and a scene in which he reviews the daily rushes, weeding the good from the bad. Peripherally, it was a fascinating show of many fine character touches. At the center, however, it was a cloudy portrait, taken out of Fitzgerald's time (the '30s) and put into a time that was not quite the

Expect 50,000 at IRE Convention, Show

Fifty-thousand engineers and scientists from all over the United States and 35 foreign countries are expected to attend the four-day 1957 national convention and radio engineering show of the Institute of Radio Engineers which opened here yesterday at the New York City Coliseum and runs through Thursday.

The IRE show, highlighted by 800 exhibits featuring the latest electronic, television, sound and audio equipment, is valued at \$10,000,000 and fills all four floors of the hall.

Officials of the Institute state that the show is the largest and most complete technical exhibition ever staged anywhere. It presents some 280 papers in 55 technical sessions at the Waldorf Astoria Hotel and at the Coliseum. The reports cover the 24 main branches of electronics science, ranging from high fidelity sound and medical electronics to color television and radio astronomy.

Tomorrow night, following daytime technical sessions, Institute members and guests will attend the annual dinner where the speaker will be Dr. John A. Hannah, president of Michigan State University. John T. Henderson, IRE president, will announce the Institute's annual awards. The toastmaster will be Rear Admiral Charles F. Horne, retired.

past, and not quite the present despite the evidence of present-day sports cars.

Sunday night's Hallmark presentation of Robert E. Sherwood's "There Shall Be No Night" was handsomely performed evidence that Sherwood's piece was—and is—more personal testament or essay than drama, despite all the off-stage sound effects and occasional bloody bandages. The property, incidentally, is proving as durable as an old coon-skin coat, so easily adaptable to the vagaries of international conduct. The locale, originally Finland, was changed to Greece during World War II (so not as to offend Russia) and now is Hungary. This very adaptability seems to vitiate the drama's original artistry if not its serviceability as propaganda.

Williams Seen Double

The week elsewhere was strictly standard procedure. One of Alfred Hitchcock's favorite actors, John Williams, played a double header Sunday night's appearing simultaneously on Hitchcock's film show and Alcoa's pleasantly wacky and live "The Remarkable Miss Chase," with Nanette Fabray. U. S. Steel Wednesday night offered a bravely off-beat fairy tale, Robert Louis Stevenson's "The Bottle Imp," interesting principally because of the weird calypso performance of Geoffrey Holder. Good try. —V. C.

Writers and Vocalists Set for Academy Show

HOLLYWOOD, March 18—Valentine Davies, general director of the Academy Awards show, has announced that Arthur Phillips, Harry Crane, Herbert Baker and H. L. Kantor, will write the script for the presentations production which NBC will simulcast from the Hollywood Pantages Theatre on March 27.

Bing Crosby, Dorothy Dandridge, Gogi Grant, the Four Aces and Tammy Sands will sing the numbers nominated for the "Best Song" award.

Major 'Emmy' Awards For 'Bests' Listed

The following is a list of the winners of the major "Emmy" awards presented Saturday night by the Academy of Television Arts and Sciences:

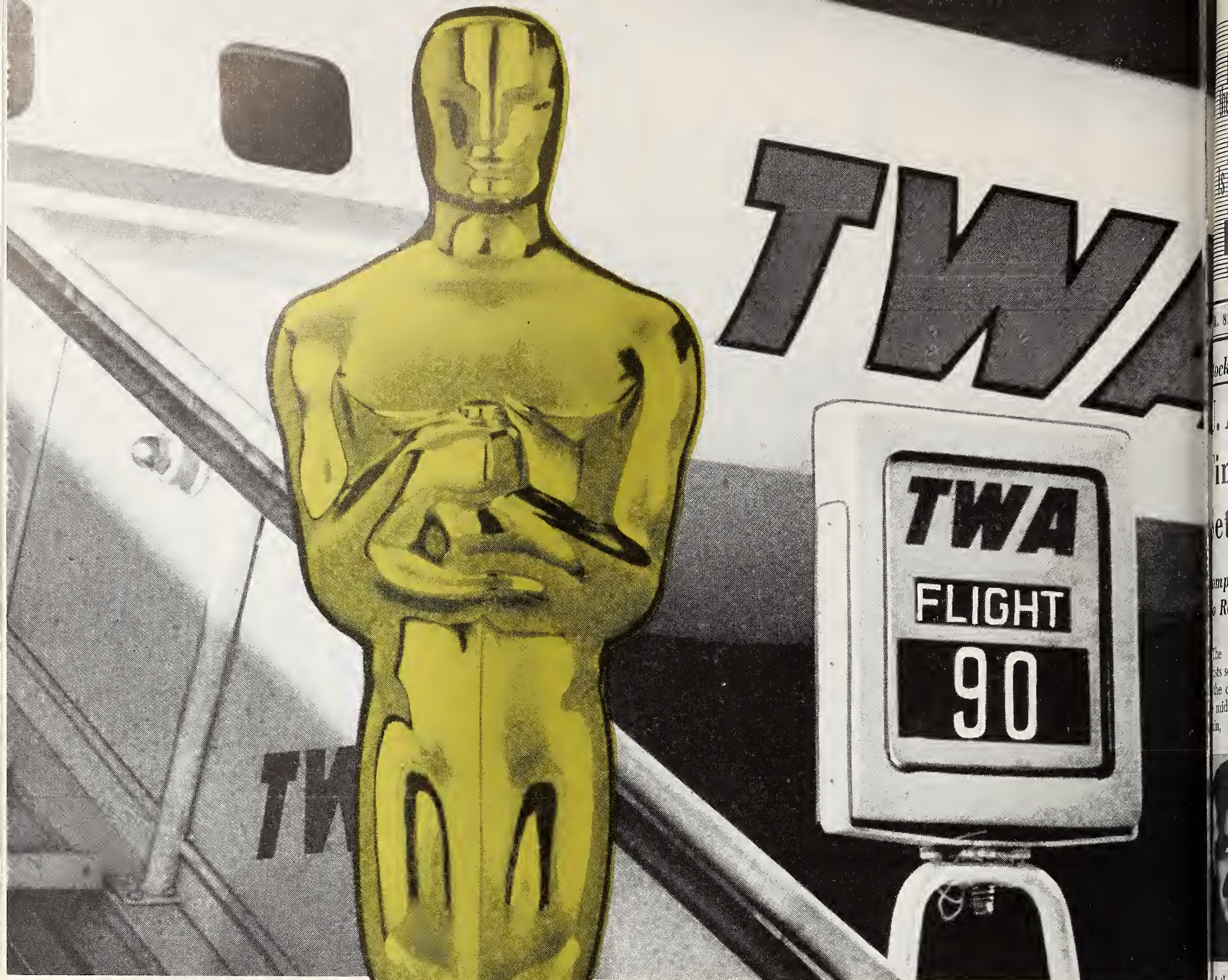
Best single performance by an actress, Claire Trevor in "Dodsworth"; best single performance by an actor, Jack Palance in "Requiem for A Heavyweight"; best series, one hour or more, "Caesar's Hour"; best new program series, "Playhouse 90"; best continuing performance by a comedian, Sid Caesar; best continuing performance by a comedienne, Nanette Fabray; best male personality, Perry Como; best female personality, Dinah Shore.

Also, best series half hour or less, "Phil Silvers Show"; best continuing performance by an actor, Robert Young in "Father Knows Best"; best continuing performance by an actress, Loretta Young in "The Loretta Young Show"; the person who has made the best musical contribution to television, Leonard Bernstein on several "Omnibus" programs; best public service series, "See It Now"; best coverage of newsworthy event, CBS-TV's "Years of Crisis"; best news commentator, Edward R. Morrow.

Also, best teleplay writing, one hour or more, Rod Serling, "Requiem for A Heavyweight"; best teleplay writing, half hour or less, James P. Cavanagh, "Fog Closing In" for "Alfred Hitchcock Presents"; best comedy writing, Nat Hiken, Billy Friedberg, Tony Webster, Leonard Stern, Arnold Rosen, Coleman Jacoby, "Phil Silver Show"; best direction, one hour or more, Ralph Nelson, "Requiem for A Heavyweight"; best direction half hour or less, Sheldon Leonard, "Danny's Comeback," "Danny Thomas Show."

Cite Edward Murrow

Edward R. Murrow has been named "man of the year in radio and television" by the National Association for Better Radio and Television.



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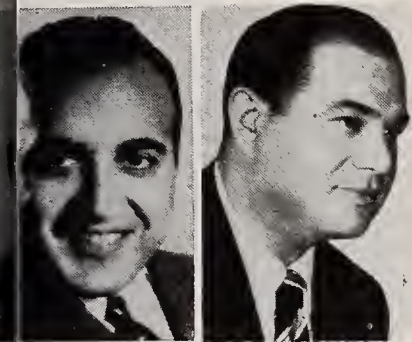
TEN CENTS

ock, Debentures

U. A.'s Public Financing Is Set for April

Company's First; Expected
to Raise \$16,000,000

The first public sale of United Artists securities in the 38-year history of the company will take place after the middle of April, Robert S. Benjamin, U.A. board chairman, and



Arthur Krim Robert Benjamin

Arthur B. Krim, president, disclosed yesterday.

U. A., the last of the privately held, major film companies in this country, (Continued on page 7)

N. Y. State Legislature Passes License Fee Cut

Special to THE DAILY
ALBANY, March 19.—The legislature today approved the Duffy-Waters film license fee bill. The Senate vote was 44 to 9, The Assembly 102 to 18. The measure is identical with the one which both houses passed last (Continued on page 7)

Pre-Trial Ruling Aids Goldwyn in FWC Suit

Special to THE DAILY
SAN FRANCISCO, March 19. — The United States Circuit Court of Appeals today handed down a ruling which materially strengthens Samuel Goldwyn's anti-trust suit against Fox West Coast Theatres and others. The (Continued on page 7)

Set April Hearing on AB-PT Bid to Purchase New Theatre

From THE DAILY Bureau

WASHINGTON, March 19 — A hearing has been set for April 15 on the application of American Broadcasting-Paramount Theatres to acquire the Mercury Theatre in Chicago, AB-PT's first bid to acquire new theatres since the entering of the Paramount consent decree. The hearing will be in the New York District Court before Judge Palmieri, Justice Department officials said.

Telemeter Showing Set

From THE DAILY Bureau

HOLLYWOOD, March 19—"A new innovation in pay-as-you-see television that can operate without FCC approval" will be demonstrated for the press at the International Telemeter Corp. plant Thursday, with Paramount Pictures President Barney Balaban and Telemeter executives (Continued on page 7)

Map Plans for UJA '57 Industry Campaign

(Picture on Page 2)

The motion picture industry's 1957 campaign goal in behalf of the United Jewish Appeal of Greater New York will surpass the \$700,000 raised last year, according to Leon Goldberg, vice-president of United (Continued on page 2)

Talks on for Sale of Allen's WB Stock to Jack Warner

Charles Allen, Jr., of the downtown investment firm of Allen & Co., one of the original members of the group of investors headed by Serge Semenenko of the First National Bank of Boston that purchased the controlling interest in Warner Bros. last July from members of the Warner family, is discussing a possible sale of part of his Warner holdings to Jack L. Warner, president of the company.

Allen confirmed on his return here yesterday from a European trip that talks had been held concerning the

Sets Promotion Feature

Fox Again Increases Production Schedule

Skouras Says Company to Open New 'Frontal Attack on TV Competition'

By LESTER DINOFF

(Picture on Page 6)

Twentieth Century-Fox will produce a special 90-minute CinemaScope feature outlining the company's new program of 65 films to be produced and 55 to be released in the 12-month period beginning this month, it was announced here yesterday by president Spyros P. Skouras. He said that the 20th-Fox policy of releasing and making a large number of films suitable for all types of theatres "is to attract the public to theatre entertainment and away from their home television screens."

Skouras, aided by Charles Einfeld, vice-president in charge of advertising, publicity and exploitation, stated that the investment in this under- (Continued on page 6)

Skouras Favors Pay-TV For Re-Issuing Product

Subscription television could be used advantageously for the re-issuing of old product, but not for the presentation of new, first-run motion pictures, in the opinion of Spyros P. Skouras, president of 20th Century-Fox. Speaking at a press conference (Continued on page 6)

TOA Group to Present SBA Recommendations

Representatives of Theatre Owners of America will meet with officials of the Small Business Administration and the Senate Small Business Select Committee in Washington today and tomorrow to inform them of the national (Continued on page 7)

Television Today

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6

Phil Reisman, Industry Veteran, Dies at 66

Phil Reisman, president of the Fugazy Shipping Corp. and for many years previous a prominent executive



Phil Reisman

in the motion picture industry, died of a stroke early yesterday morning at the Roosevelt Hospital here. He was 66 years old. The major share of Reisman's career was spent with RKO Radio Pictures, Inc., where he held a variety of executive posts. When he left RKO in 1953 he was vice-president in charge of foreign distribution (Continued on page 7)

PERSONAL MENTION

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, is in Phoenix from New York.

RHODES RESSIN, British actor, returned to London yesterday from New York via B.O.A.C.

MORRIS EBENSTEIN, of the Warner Brothers home office legal department, delivered an address here last night on the subject of copyright at the United States Court House.

WENDY HILLER will arrive in New York today from London via B.O.A.C.

WALTER SUNDERLAND, manager of the Farman Theatre, a Kallet circuit house in Warsaw, N. Y., has been named "Man of the Year" by that town.

DON HASSLER, formerly office manager and head booker of Capital Film Exchange, Atlanta, and later office manager and booker for United Artists in Jacksonville, has returned to Atlanta as manager of Strickland Films there.

WILLIAM GOLDMAN, head of William Goldman Theatres, Philadelphia, has been named by Mayor Richardson Dilworth to be chairman of the city's annual Independence Day observance.

New Eastern Sales Post To Paramount's Isaacs

Phil Isaacs, presently manager of Paramount's Rocky Mountain division, has been appointed to the newly-created post of assistant Eastern sales manager, it was announced here yesterday by Hugh Owen, vice-president of Paramount Film Distributing Corp.

Isaacs will assume his new position on April 15, and will be stationed at the company's home office here. He has been manager of the Rocky Mountain division since October, 1955, after having served in Washington, D. C., as branch manager since 1949.



Phil Isaacs



HUNGARY, and Egypt, and now Poland, the refugees still flow: UJA chairman Monroe Goldwater describes continuing needs at yesterday's fund planning session. With him, Leon Goldberg, Barney Balaban, Abe Schneider, Lea Jaffe.

UJA Plans Its '57 Campaign

(Continued from page 1)

Artists Corp., who yesterday was selected to serve again as chairman of the entertainment industry's UJA campaign.

Goldberg, who was chosen at an executive committee meeting of the UJA's Motion Picture and Amusement Division held yesterday in Paramount Pictures board room here, was presented with a special award in appreciation of his outstanding chairmanship of the 1956 UJA effort. Barney Balaban, Paramount president, presented the award.

Goldberg, who is highly active in philanthropic work, said that in 1956 the industry raised about \$545,000 for the regular UJA fund and \$165,000 for the UJA emergency survival fund.

He also said that Robert S. Ben-

jamin, chairman of the board of UA, will be guest of honor at an industry UJA luncheon to be held on May 23 at the Park Lane Hotel here. Goldberg hopes to hold meetings within each company to aid the drive.

Attending yesterday's luncheon were Benjamin, Balaban, Charles Boasberg, William Brenner, Emanuel Frisch, Goldberg, Bernard Goodman, Irving H. Greenfield, Arthur Israel, Jr., Leo Jaffe, Saul Jeffee, Malcolm Kingsberg, Arthur Krim, Benjamin Lorber, Arthur L. Mayer, Harold Rinzler, Samuel Rinzler, Herman Robbins, Arthur Rosen, Herman Schleier, Abe Schneider, Edward R. Solomon, Sol Schwartz, Sol Strausberg, Morton Sunshine and Adam Wachtel.

Warn Drive-Ins to Halt Dusk to Dawn Shows

BOSTON, March 19 — Dusk to Dawn shows, which have been the subject of serious complaints from police and neighbors in certain areas, headed agenda at the New England Drive-in Association meeting, here today. The group was warned to eliminate them before the subject can reach the state legislators for adverse criticism. A 12 midnight curfew was suggested. Exhibitors were also warned against booking more than two features in one program.

Among the panelists in a discussion centering on improvement of operations were Arthur Howard, Al Daytz, Julian Rifkin and Melvin Safner. Two films were mentioned as being unfit for showing in drive-in theatres — "The Delinquents" and "The Young Stranger," as "both films put the industry in a bad light" it was said. Discussions were held on starting the

Warner Stock

(Continued from page 1)

\$27.50 per share. The stock currently is quoted at about \$25. Stock that Jack Warner retained, acquired subsequently or holds the voting rights of, it is believed, amounts to more than 300,000 shares.

Allen's holdings are estimated at 25,000 shares and, it is reported, would reinforce Warner's position as largest individual stockholder if acquired in any substantial part.

Warner is in New York and will preside at a meeting of the company's board of directors scheduled to be held here today.

shows with the feature film when daylight saving time is in effect, with the co-feature last.

Herbert Stern of the Gabriel Stern Advertising Agency spoke on what radio can do for drive-ins. He urged specific promotions over radio for special contests, prizes, etc.

Cinema Lodge Honors Todd

A large number of industry leaders and Cinema Lodge members and the guests were on hand at the Hotel Sheraton-Astor here last night to pay tribute to Michael Todd for "his contributions to humanitarian causes and his furtherance of the interfaith movement." Todd, accompanied by his wife, Elizabeth Taylor, received the Cinema Lodge "honor scroll" from Jack H. Levin, chairman of the evening with participants including Michael Todd Jr. and comedian Kelly.

Robert K. Shapiro, managing director of the New York Paramount Theatre, was re-elected president of the Lodge for a second term at the meeting. Installation of officers is tentatively scheduled for April 24.

Elected as vice president were Marvin Kirsh, Milton Livingston, Norman Robbins, Joseph B. Rosen, Nat Rudich, Cy Seymour, Jack Weissman, Wilde and Lou Wolff. Jack Hoffberger was elected treasurer; Abe Dickstein secretary and Max E. Youngstein chaplain. All are re-elections except Rosen, Rudich and Dickstein.

Trustees Named

Re-elected as trustees were Max B. Blackman, Julius M. Collins, Harold L. Danson, Leo Jaffe, Moses I. Kove, Joseph Maharam and Arthur I. Schwartz. Elected as delegates to the Metropolitan Council of B'nai B'rith were Norman Robbins, Jack Hoffberger and Milton Livingston with Jack H. Levin and Howard Schulman as alternates and elected as delegates to the District Grand Lodge Convention to be held in May were Jack H. Levin, S. Arthur Glixon and Jack Hoffberger with Milton Livingston and Joseph Rosen as alternates.

Alexander F. Miller, national director of the Community Service Division of the Anti-Defamation League discussed the resurgence of anti-semitism in the South in connection with the growth of the White Supremacy Councils.

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of Drive-ins

Challenge Berlin Permit

A Berlin, Conn., property owner, Edward M. Culver, is challenging a building permit granted by the zoning commission and later upheld by the zoning board of appeals. The permit would allow New Britain, Conn., theatre owner George LeWitt's Lakeview Realty Co. to build Berlin's first outdoor theatre. Papers are returnable to the New Britain Court of Common Pleas on May 7 at 10 A.M.

Rochester Operation Sold

The North Park Drive-In Theatre, Rochester, N. Y., which has a capacity of 300 cars, was sold by North Park Drive-In Inc., to Hudson Avenue Drive-In Inc. of Buffalo. President of the Buffalo company is Leo Katz of Buffalo.

Amend Drive-In Ordinance

The Wethersfield, Conn. zoning commission has voted to amend an ordinance to prohibit outdoor theatres in cemeteries in industrial zones. There are no outdoor theatres in the Hartford suburb at present.

Protest Mass. Project

More than 350 residents of Beverly, Mass. have protested plans to erect a drive-in theatre within a new shopping center at the juncture of Routes 1A and 128. The drive-in permit is sought by Arnold Berger and Realty company, principals in the shopping center project. The residents elected alderman Carleton Merrill to set up a public hearing as a means of registering protest against the drive-in plans.

Warners to Distribute New Whitney Pictures

The second drama in C. V. Whitney Pictures' American Series, "The Missouri Traveler" will be distributed by Warner Bros., it was jointly announced yesterday by Jack L. Warner and C. V. Whitney. Warners had previously handled release of Whitney's "The Chasers" in 1956.

"The Missouri Traveler" will mark the producing debut of Patrick Ford, of director John Ford. Jerry Hopkins has been named to direct the new picture which will be made largely at Warner Bros. Studios with production to begin in late April.

Benjamin Belinson Dead

ROCHESTER, N. Y., March 19. — Private services will be held here tomorrow at Musbaum Funeral Home for Benjamin Belinson, operator for many years of the Little Theatre here, who died on Friday. He is survived by his wife, co-operator of the theatre and two brothers and two sisters.

Lewis Lauds Compo Plan

Special to THE DAILY

CHARLOTTE, N. C., March 19.—COMPO's business-building program is a "hopeful start toward mature and effective motion picture public relations," Roger H. Lewis, national director of advertising, publicity and exploitation for United Artists, told executives of Stewart & Everett Theatres at their annual convention here tonight. Lewis added, however, that "failure to adopt and implement the plan would be a costly and tragic mistake bringing grave consequences" to every segment of the industry.

Calls the Past 'Appalling'

"For an industry so dependent on public opinion," Lewis said, "our performance over the years has been appalling. There is no other single industry of a comparable size that has been so illogical, so inconsistent and so shortsighted in its public relations."

"Television, the theatre and the publishing trade have all developed a public relations point of view and stayed with it. Our relations with the public are even more critical than theirs, and yet we have consistently ignored or dealt half-heartedly with them."

"Today we are rolling for the biggest stakes of all—survival. Just what kind of a future we are to make for ourselves depends in a very real sense on how we are able to carry to the public the story of our industry and the unmatched entertainment that it is delivering."

Lewis, who is chairman of the MPAA advertising and publicity directors committee, stressed that a successful public relations operation requires the unqualified support of exhibitors, as well as distributors.

High Praise for Stellings

Lewis also praised Ernest Stellings, head of Stewart-Everett and president of the Theatre Owners of America, as a theatreman with vision, and extolled his work in behalf of an industry program.

In a speech to the executives Stellings said that "TV is wearing off and business is definitely better." He compared TV to the pattern of radio. "In the early days of radio," he pointed out, "several big shows kept the public at home for awhile. Finally radio had to turn to give-away quiz shows. TV has had to do the same thing and is having to raise the ante to hold its viewers."

Stellings announced an eight weeks drive starting April 7 in which \$1,500 in prizes, plus cash awards for managers over this quota, will be given.

Shea Veteran Dies

WANAKAH, N. Y., March 19.—Edward C. Frank, 66, for 30 years superintendent of buildings for the Shea theatres in Buffalo, died at his home here following a short illness. He had retired last July.

91,000 Oscar Ballots In Week in Chicago

Special to THE DAILY

CHICAGO, March 19.—Oscar contest ballots have been soaring since the "Chicago Sun-Times" started sponsorship of COMPO's Academy Awards Sweepstakes contest plan on March 3. "Sun-Times" promotion director Mel Barker has reported that first week's entries received in the mail and also from theatres totaled 91,000, and a count of the second and third weeks' entries is expected to show a far greater number.

Nearly all Chicago area theatres are participating, and the paper is devoting heavy space to a daily running story, ballot, rules and pictures of nominees and prizes.

Twenty-three prizes totaling more than \$10,000 were promoted for the contest by local Balaban & Katz theatres and film company publicity representatives. They include an automobile as first prize a motor boat, mink stole, tape recorder, cameras, hi-fi phonograph consoles, sewing machines, etc.

Cantor's NT Shares

Now Total 10,000: SEC

WASHINGTON, March 19. — B. Gerald Cantor, a director of National Theatres, Inc., purchased 4,000 common shares in the company during February to increase his direct holdings to 10,000 shares, according to the Securities and Exchange Commission.

The SEC also reported that Decca Records, Inc., the direct beneficial owner of more than 10 per cent of the common stock of Universal Pictures, has bought 3,300 shares of common stock in the film company last month, increasing its direct ownership to 743,785 shares.

Sunday Films Legalized In Springfield, Tenn.

SPRINGFIELD, Tenn., March 19.—Sunday movies have been legalized here by the city council between 1 P.M. and 5:30 P.M. and after 8:45 P.M. The current state legislature has repealed an ancient Sunday blue law that made legalization of Sunday movies more complicated. This may lead to legalization in many more situations in the state.

Heads Cleveland Club

CLEVELAND, March 19 — Irwin Marcus, of National Screen Service, has been elected president of the Salesmen's Club of Cleveland to succeed Aaron Wayne.

Other officers on the new slate are: first vice president, Jim Levitt; second vice president, Frank Belles; secretary, Bill Gross; assistant secretary, Martin Grassgreen; treasurer, Sam Lichter. Directors for the coming year are: Aaron Wayne, Nat Barach, Dorsey Brown, Gordon Bugie, Justin Spiegle, Edwin R. Bergman, Eddie Catlin, and Joe Krenitz.

N.Y.C. Amusement Tax Brings \$25,759,265 Up To Feb.

The New York City five per cent tax on amusement admissions, from the period of its inception on July 1, 1954 up to Feb. 27, 1957, collected \$25,759,265 from all sources of amusement revenue in the municipality, it was reported yesterday. A breakdown on the revenue showing what part came from New York City theatres during this period was not available.

The city collected \$9,287,927 in the July 1, 1954 to June 30, 1955 period; \$10,720,737 in the July 1, 1955 to June 30, 1956 period, and \$5,750,601 in the July 1, 1956 to Feb. 27, 1957 period.

Schine Case Sentence Scheduled for Tuesday

BUFFALO, March 19.—Judge Harold P. Burke in Federal Court here today signed a judgment of conviction in the Schine Theatre interest case and set Tuesday, March 26, at 10 A.M. as the sentence date for all four individuals and nine corporations.

The Schine defendants have been found guilty of criminal contempt for not disposing of 39 of their motion picture theatres as ordered in 1949 by the late Federal Judge John Knight. The late Louis W. Schine also was found guilty but no judgment of conviction was ordered against him.

Illuminating-Plant Bill Held Over by Steingut

ALBANY, March 19 — Assemblyman Stanley Steingut, Brooklyn Democrat, has stated that he will defer a vote on his bill amending the labor law, to require a secondary source of power for illumination in all places of public assembly. He plans to re-phrase the measure; also to discuss it further with several interested persons and officials.

Steingut believes all places of public assembly should be equipped with a secondary power source. His measure would be helpful "in civil defense," Steingut added.

It was the assemblyman's information that the cost of arranging for a back-up source of power would be small. He emphasized he did not wish to be unreasonable in the matter.

No messages for or against the bill, have been received from theatre people, Steingut reported. The bill would take effect July 1.

Walter Ross to BMI

Broadcast Music, Inc., has named Walter Ross as director of public relations, effective April 15. He will report directly to Carl Haverlin, president. Ross has resigned from Warner Brothers, where he has been in charge of publicity copy and press relations for the past four years, to accept the new post.

ALL NEW!
GREATEST
OF ALL!
FIRST TIME
IN COLOR!



Starring **GORDON SCOTT**
AS THE NEW TARZAN

Co-starring **ROBERT BEATTY · YOLANDE DONLAN · BETTA ST. JOHN · WILFRID**

Above: The 24-sheet is perfect for cut-out uses in lobby or on marquee

TARZAN 1957 STYLE!

Adventure takes to the air in a safari by luxury plane. Wrecked in the dangerous jungle, the occupants, two beautiful girls and their companions, are rescued by Tarzan.

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TARZAN and the LOST SAFARI



Screen Play by MONTGOMERY PITTMAN and LILLIE HAYWARD TECHNICOLOR Based on the characters created by EDGAR RICE BURROUGHS
Directed by BRUCE HUMBERSTONE Produced by JOHN CROYDON A Sol Lesser Production An M-G-M Release

The greatest attraction of its kind ever made. Tarzan, a magic word for the millions, comes to the public now for the first time in color. With an entirely NEW, streamlined, up-to-the-minute story, in a magnificent production, it is an entertainment of stature for class-appeal as well as mass-patronized theatres.

Television Today

Wednesday Night Fights Continued by ABC

The American Broadcasting Co. has entered into a multi-million dollar broadcast agreement with the International Boxing Club to continue the "Wednesday Night Fights" for two years effective June 1, it was jointly announced yesterday by Oliver Treyz, ABC vice-president in charge of television, James D. Norris, president of the IBC, and Lester Malitz, producer of the series.

2 ABC Appointments

Two appointments in the program department of the ABC-TV Network, Hollywood, announced by Sandy Cummings, manager of network programs, Hollywood, include Thomas M. Lufkin, appointed service manager, and Louis F. Senman, production supervisor.

Gary Cooper Signs as TV Host-Narrator for CBS

The Columbia Broadcasting System and Ashton Productions have signed a three-year contract calling for the presentation of a weekly, full-hour series of action-adventure film dramas marking Gary Cooper's first regular venture in network television. Cooper will act as host-narrator on the show.

The announcement was made jointly by Hubbell Robinson, Jr., CBS vice-president in charge of network programs, and I. H. Prinzmetal, president of Ashton. Production on the series is set to get underway shortly.

NTA Chicago Office

National Telefilm Associates has announced the establishment of a new booking and shipping office in Chicago located in the company's midwest headquarters at 612 North Michigan Avenue.

One Man's TV Views

By Pinky Herman

VALENTINE DAVIES, producer of the forthcoming "Oscar" Awards Presentation simulcast March 27, has signed the same four writers who wrote last year's program; Arthur Phillips, Harry Crane, Herbert Baker and Hal Kantor. Jerry Lewis, who did a fine job as emcee last year has again been named to duplicate his NBC/Cleaver job. Nominees and winners will gather at the Pantages Theatre in Hollywood and the Century Theatre in New York whence the proceedings will originate. . . . Don Fedderson, whose "Do You Trust Your Wife" quizzer (Edgar Bergen-Charlie McCarthy) fades from the air next Tuesday is already preparing for the program's eventual shift to another net. He's dispatched Call Curtis to make a tour of Eastern cities seeking potential contestants to audition before director Jim Morgan. . . . Gordon Auchinclose has taken over producing NBChores for Jonathon Winters' Tuesday Nite TV'er. . . . Bill Taylor, whose platter-chatter was a feature of WOR for several years, decided to WTRY a change of scenery so on his birthday, Nov. 8 last he took over as all-nite decjay at Troy, N. Y. Got to hand it to Bill for in less than six months his fans write him from 19 states and 5 Canadian provinces. (A real Taylor-made rep with a personality to match.) . . . Lori Nelson, Die Avedon and Charlotte Austin have been signed to star in the forthcoming TFC-TV series, "How To Marry a Millionaire" produced by Harriet Parsons under the executive supervision of Nat Perrin.

☆ ☆ ☆

"The Wednesnite Fites" which have been ABCContracted to run for an additional two years has not only added millions of new listeners to the increasingly popular ABC Network but a new name has been added to the list of top-flight spiels in the national scene. Jack Gregson, whose easy, matter-of-fact and casual chatter about Mennen Products falls lightly on masculine ears will continue his Mennentertaining spieling. Pabst Blue Ribbon, however exists as co-sponsor end of May with negotiation for a successor now underway. . . . Here's a twist on the oldie about the "comedian who wants to be a tragedian." Scripter Bob Van Scoyk, whose humor has been creating belly laughs for Jackie Gleason, Garry Moore, Herb Shriner, Paul Winchell, Imogene Coca and others, has penned a gripping drama, "Sheriff's Man," which will be seen Wednesday, March 27 on the "Kraft TV Theatre" (NBC-TV 9:00 P.M.).



Jack Gregson



Spyros P. Skouras

Fox Schedule

(Continued from page 1)

taking is the largest in company history.

He said that the special feature will "clearly show" what 20th-Fox is doing in production and distribution and that it will be shown in every key exchange city in the U. S. and in the foreign market to exhibitors, press, stockholders, civic and community leaders.

Call 12 'Blockbusters'

Skouras said that the 20th-Fox releasing program, commencing this month, provides for the distribution of 30 "A" pictures, of which 12 are "blockbusters." The additional 25 films "are showmanship product." During the March, 1957 to March 1958 period, 65 films will be produced, of which 26 will be made at the studio, eight in Great Britain as "quota films," and eight overseas in such countries as Japan and Mexico.

The 20th-Fox president, last Jan. 30 upon his return from a company sales meeting in Chicago, said the company's distribution schedule then allowed for the release of more than 50 pictures, "the largest number by any company since 1940." Skouras then also stated that 20th-Fox, in the not too distant future, will be doing an annual gross business approaching the \$150,000,000 mark. He also called 1957 a "year of destiny" for the industry.

Can't 'Circumvent' TV, He Says

The company is launching "a frontal attack on television competition," Skouras said yesterday "We can not circumvent it. We must produce many more important films to attract the public to theatres and away from their home screens."

He stated that the company's roster of production, directorial and acting talents, supplemented by independents, will be presented in the CinemaScope production feature, "Forward with 20th Century-Fox." He, Murray Silverstone, president of 20th-Fox International and Inter-America Corp., Alex Harrison, general sales manager, and Einfeld will also appear in the special film.

Skouras also reported on the de-

Favors Toll-T

(Continued from page 1)

here yesterday, Skouras said "theatres must remain the sole outlet for new product. After a few years this product then could be presented to the public on pay-TV."

Apprehensive of the plan to supply first run product on pay-as-you-TV, as proposed by the proponents of subscription television, Skouras said that if the medium was in existence a number of years ago the first of the motion picture libraries would have been sold to pay-TV rather than to television and thus returned more revenue.

"First-run films on pay-TV would force many theatres to close doors and would resultingly contribute to an economic decline on a community and national level as theatres mainstays in business areas," he said.

Skouras also took cognizance of forthcoming cable theatre tests of pay television. He said that 20th-Fox product would not be available.

CinemaScope film is not adaptable. Skouras, when asked about future leasing of the 20th-Fox library to television, said that nothing is being considered now. However, he voiced opinion that the library has a potential value of \$100,000,000 to the company from television leasing.

Lease-Okay Reversed

BRISTOL, Pa., March 19. — The Borough Council of this town has reversed its earlier decision to lease borough-owned land adjoining Lower Buck County Hospital to the Eric Corporation of America for the construction of a drive-in and a conventional theatre. Among those protesting the lease was Melvin J. Philadelphia area exhibitor, who claimed that he was high bidder for the lease.

development of Eidophor, the company's large-screen theatre television process, saying that 20th-Fox recently held a "wonderful" demonstration of it and that another is scheduled for next week. He said that work progressing on the 20th-Fox CinemaScope newsreel project also.

Commenting on the business building program for the industry, the 20th-Fox executive said he is entirely in favor with the financial plan presented by Ernest G. Stellings, president of Theatre Owners of America who proposed a levy on film rentals to finance the industry business building projects with distribution matching exhibition contributions.

Skouras, in reply to a question concerning the consolidation of the 20th-Fox studio with that of M-G-M in Hollywood, said that engineers are currently surveying the matter. He said that this is in line with the company's policy of "doing everything possible to save a dollar."

Skouras refused to discuss a stock option plan which the company was giving him. He said that the 20th-Fox proxy statement, which will be out shortly, will have all the details.

Telemeter

(Continued from page 1)

ing with the newsmen afterward. Telemeter spokesman Paul MacNamara disclosed in an announcement to the press today, "we are calling Telemeter's Electronic Theatre", which will combine a motion picture with a neighborhood television screen, and pay-as-you-see TV."

MacNamara continued: "as you know, many theatres in different parts of the U.S. are beginning to experiment with piping motion pictures into homes on a pay-as-you-see basis. Telemeter, however, has come up with a complete package including a new Telemeter box that has been under development for the past four years."

Exhibitors to Be Invited

MacNamara concluded: "beginning tomorrow, every exhibitor and big real estate developer will be invited to come and see this theatre in operation."

Letters and informative literature will be sent out Friday to 2,500 exhibitors located within travel range of the Los Angeles plant, where demonstrations will be continued on a daily basis.

The next demonstration site will be New York, where an appropriate location will be engaged for demonstration purposes within a month.

Financing

(Continued from page 1)

signed an underwriting agreement with F. Eberstadt & Co., Wall Street investment firm, looking to the filing on April 1 of a registration statement covering a proposed offering to the public of convertible subordinated securities due 1969, and 350,000 shares of common stock of the corporation.

Of the latter amount, 250,000 shares are to be offered for the acquisition of the corporation and 100,000 shares are to be marketed for the investment group who, after the sale, will own a majority of the U. A.

Working Capital to Be Aided

As previously reported, it is expected that the sale of debentures will realize about \$10,000,000 and that of the common stock about \$6,000,000. Proceeds will be used, the company said, to retire certain outstanding debt and to increase working capital to finance expanding independent film production.

Offering price of the stock and debentures was not disclosed, nor other pertinent details, company officials contending that Securities & Exchange Commission regulations prohibit information which can be divulged. They added that they had previously pledged to silence by writing firms, constituting a nationwide group of investment banks and dealers headed by the investment bank.

Whether or not the new securities will be listed is unknown at this time.

Present Facts Called Comprehensive

No New Union-Producer Disputes Seen from Telemeter, Telemovies

By WILLIAM R. WEAVER

HOLLYWOOD, March 19—Although full particulars of Telemeter's electronic theatre are not yet widely known in Hollywood, a MOTION PICTURE DAILY canvass conducted today indicates that neither this development nor Henry S. Griffing's Telemovies, described last week in Oklahoma City, is going to precipitate new contractual disputes between talent guilds, unions, and film producers.

Inquiries in quarters at interest revealed a general belief that theatre-home television by wire will be regarded in most respects as merely "extension of theatre exhibition." Nevertheless, some basic contracts now in effect do not spell out the complete answer precisely.

Major studios, it was said, regard present contracts as sufficiently comprehensive to cover theatre-home television as box-office exhibition.

The Screen Actors Guild, although exactly this situation has not been

fully explored by its board, is inclined to accept this type of exhibition on the same terms as exhibition within theatre walls.

The Screen Writers Guild is disposed to watch developments without comment pending the already scheduled contract reopening date in September.

The Screen Directors Guild was uncommunicative.

By and large, guilds and unions displayed no present concern about participation in additional revenues which may accrue to the industry through these new developments. The general attitude is, rather, that all devices that promote business progress are welcome.

Add Details of 1956 RKO Theatres' Results

The annual meeting of stockholders of List Industries Corp., which includes RKO Theatres, Inc., will be held at 10 A.M., April 12, in the Colonial Room of the Park Sheraton Hotel here.

The company's detailed annual report issued to stockholders yesterday disclosed that at the end of 1956 RKO Theatres had 82 houses, 75 of which it operated, the rest being leased to others. Three theatre properties were sold last year; two were leased back by RKO, the other had been closed. In addition, two theatres regarded as unprofitable, were leased to others, reducing by two the number of theatres operated by RKO.

The report shows that during 1956 two operating theatre and commercial properties in Cleveland and Washington, and one non-operating property in New York were disposed of for approximately \$2,800,000 in cash and \$3,800,000 in mortgage notes.

Third Largest Net, Says Schwartz

In a letter to stockholders, Sol A. Schwartz, RKO Theatres president, reports that 1956 net income was third largest in the six years of independent theatre operation, being exceeded only in 1955 and 1954. He said that top pictures since the holidays have been "responsible for an increase in theatre attendance and receipts. We anticipate our theatre operating profit for the first quarter will exceed that for the same period of 1956."

As reported in yesterday's MOTION PICTURE DAILY, List Industries reported net income of 3,234,000 before special items, and \$3,140,000 after such items. The results are not broken down as to theatre operations but include List's operations in textiles, electronics, warehouse and other fields.

TOA Group

(Continued from page 1)

exhibition association's recommendations on expanding the powers and scope of the SBA so that theatres can apply for governmental loans for mortgage purposes.

The TOA representatives are Philip F. Harling and A. Julian Brylawski.

Recently the TOA board of directors and executive committee approved a 12-point petition to be submitted to the Federal agency. The petition asks that real estate mortgage money be guaranteed by an agency of the U.S. government, either by the SBA or by a new agency to be created. The 12-point petition was fully reported upon in MOTION PICTURE DAILY for March 4.

License Fee Cut

(Continued from page 1)

year but which Governor Averell Harriman vetoed.

The bill, while increasing the rate for the licensing by the State Education Department's motion picture division of original film from three to four dollars per thousand feet, decreases the charge for prints. The charge would be four dollars for each "additional entire copy," instead of the present two dollars a thousand feet.

Goldwyn Ruling

(Continued from page 1)

higher court decreed that Federal Judge Edward P. Murphy, before whom the trial was to have begun next Monday, must show cause on April 10 on a writ of mandamus, why he should not restore 20 films he previously eliminated from trial consideration.

This means, in the event Goldwyn's writ is upheld, Judge Murphy must

Phil Reisman

(Continued from page 1)

and a member of the board of directors. He subsequently was with Joseph P. Kennedy Enterprises and until six months ago, when he joined the Fugazy organization, was president of Michael Todd Enterprises.

Reisman was born in St. Paul, Minn., where he completed his education at the St. Paul College of Law. He entered the film business in 1917 as a salesman for Triangle Films and a year later joined the Samuel Goldwyn sales organization. Within the year he returned to Triangle as branch manager in Milwaukee.

Joined Paramount in 1920

In 1920 Reisman joined the Paramount sales staff and six months later was appointed exchange manager for the company in Minneapolis. During the next four years he was advanced to district manager and general manager of the Canadian territory. In 1925 Paramount brought him to New York as Eastern division sales manager.

Two years later, Reisman resigned to become general sales manager of Pathe Exchange, Inc. In 1930 he moved over to Universal Pictures Corp., where he served as general sales manager for two years.

Joining RKO in 1932, he became theatre division vice-president in charge of film buying. He was elevated in 1934 to the post of vice-president and general sales manager of the Export Division. He became vice-president and foreign sales manager in 1939. In 1942 Reisman was elected vice-president of RKO Radio Pictures, Inc., in charge of foreign distribution, the post he held when he left the company.

Accepted Rockefeller Invitation

Reisman served the motion picture industry as a whole in a number of capacities. In 1942 Nelson Rockefeller asked him to become director of distribution for the office of co-ordinator of inter-American Affairs. The following year he served as associate director of the motion picture division of the Office of the Co-ordinator of Inter-American Affairs. At the same time he was chairman of the foreign managers' division of the War Activities Committee of the motion picture industry. He was a member of the Motion Picture Pioneers.

Reisman, who lived in New Rochelle, N. Y., is survived by his widow, Irene; twin sons, Phil, Jr., and Bill; a brother, Jules, of Spokane, Washington, and two sisters, Mrs. Avid Kentor, Long Island, and Mrs. Violet Peterson, Los Angeles.

Services will be held Friday at 11:00 A.M. at the chapel of the George T. Davis Funeral Home, 14 Le Count Place, New Rochelle. A private burial will take place at the Gate of Heaven Cemetery in Hartsdale.

hear testimony on all 27 of the original pictures named in the producer's monopoly suit.

UA

UA MAKES THE BIGGEST PRODUCTION NEWS

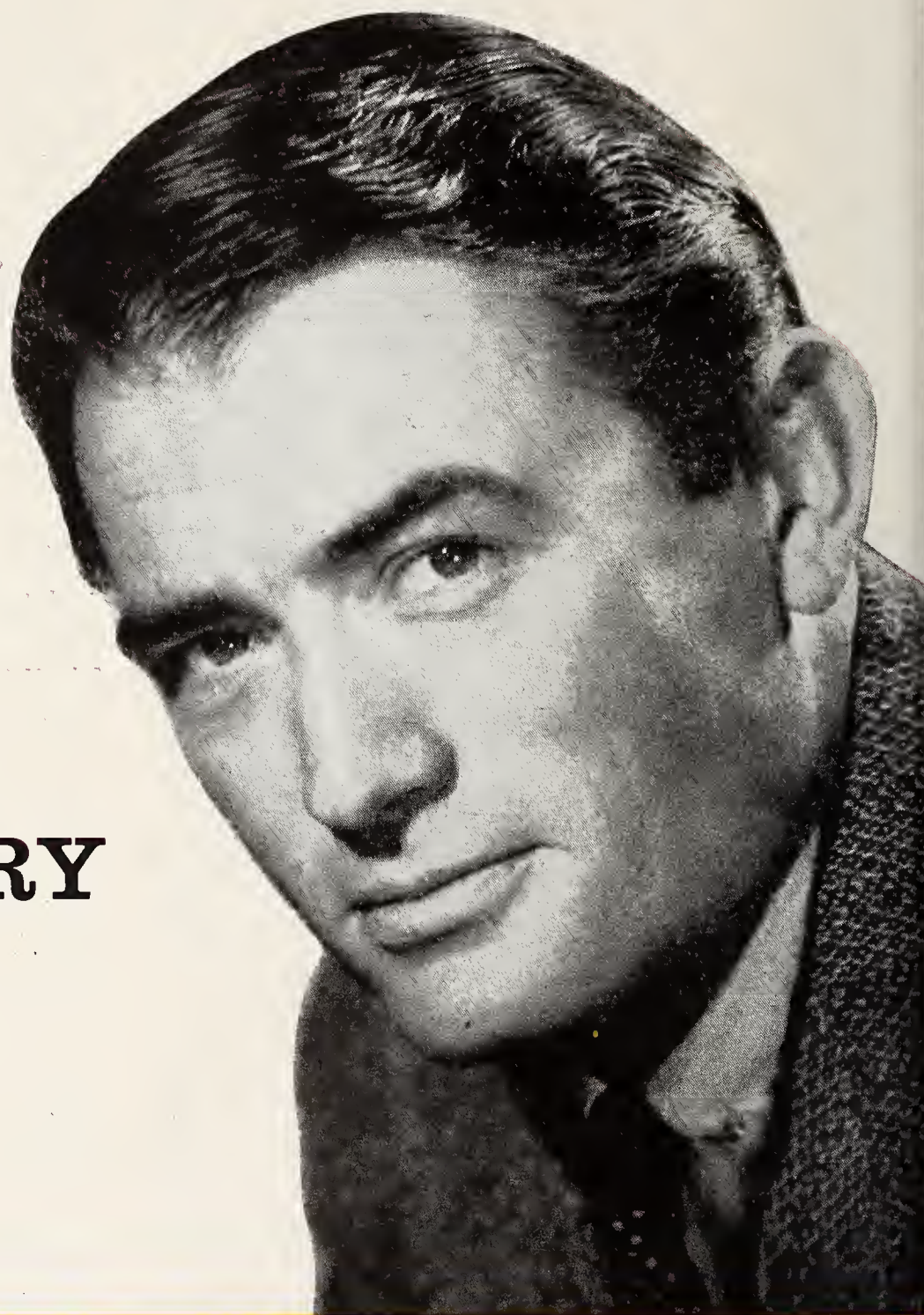
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**GREGORY
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All
the News
That
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MOTION PICTURE DAILY

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to the
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DL. 81, NO. 55

NEW YORK, U.S.A., THURSDAY, MARCH 21, 1957

TEN CENTS

Largest Holder

Jack Warner Buys 95,000 Shares of W.B.

Owned by Allen & Co. Which Retaining 50,000 Shares

Jack L. Warner, president of Warner Bros., informed a regular meeting of the company's board of directors here yesterday that he has purchased 95,000 shares of Warner stock from Allen & Co., investment bankers.



Jack L. Warner

Allen & Co., which is headed by Charles Allen, Jr., one of the key figures in the group headed by Serge Senenکو, senior vice-president of the

Get Deal for Denmark Provincial Theatres

Old American motion pictures will be released to provincial theatres in Denmark at a 30 per cent film rental, providing that the theatres buy new S. films under the new film agreement starting next Jan. 1, it was decided upon by the board of directors of the Motion Picture Export Association this week.

The MPEA board agreed that old product would be released to Danish

SBA Hears TOA Plea to Revise Loan Policy

From THE DAILY Bureau
WASHINGTON, March 20—Small Business Administration officials today took under advisement an exhibitor's plea for a more liberal SBA loan policy to theatres.

The plea was presented by Philip Harling and A. Julian Brylawski, behalf of the Theatre Owners of America

Industry Fund Edict Apr. 8

The board of directors of the Motion Picture Association of America, at their annual meeting here on April 8, will decide what is to be done on financing the industry business building program and the proposal presented for such financing by Ernest G. Stellings, president of Theatre Owners of America.

This action will be taken following the presentation of a report from the MPAA business building coordinating committee, chaired by Spyros P. Skouras, president of 20th Century-Fox.

According to an official of the MPAA, the coordinating committee, which met yesterday morning at 20th-Fox, "took favorable action on the business building report." Roger H. Lewis, chairman of the MPAA ad-

(Continued on page 4)

Gordon, Kirsch Speak At NCA Meet April 2

Special to THE DAILY

MINNEAPOLIS, March 20.—Julius Gordon, president of Allied States Association, and Jack Kirsch, president of Allied of Illinois, will be the principal speakers at the annual convention of North Central Allied which opens a two-day session here at Hotel Nicollet Tuesday, April 2, Stanley Kane, executive counsel, has announced.

The membership will be asked to

(Continued on page 4)

EDITORIAL

Jack Warner's Investment

By Sherwin Kane

WHEN Jack L. Warner reported to his board of directors yesterday that he had purchased an additional 95,000 shares of the company's stock he obviously offered the most convincing evidence at hand of the sincerity of his belief in the future of his company and of the industry of which it is such an important part.

The transaction represented an investment of what must be an additional \$2,500,000 or thereabouts of Warner's personal funds in the company which he heads as president. It increases his holdings to about 235,000 shares; his personal investment to around \$7,000,000, and makes him the largest stockholder in Warner Bros. Pictures, Inc.

Of equal significance is the fact that the seller, the highly regarded

(Continued on page 2)

Survey by COMPO Reveals:

Admission-Tax Total \$23,000,000 Yearly

Coyne Warns Exhibitors Without Local Imposts 'Pressures Are Increasing'

State and local admission taxes now take a toll of approximately \$23,000,000 annually from the motion picture theatre. Of the 48 states, 23 plus the territories of Hawaii and Puerto Rico levy admission taxes or sales or gross

1,600,000 UA Shares

The new United Artists Corp. stock, which will be offered publicly next month by a group of underwriters headed by F. Eberstadt & Co., consists of 1,600,000 common shares authorized, according to Wall Street reports.

Of this amount, 350,000 common shares will be offered for sale in the market and an undisclosed number, sufficient to permit the present UA management to retain control, will be held by them. The balance of the authorized stock will be held in the company treasury for future issuing.

UA on Tuesday signed an underwriting agreement with F. Eberstadt & Co. covering a proposed \$10,000,000 offering of six per cent convertible

(Continued on page 4)

receipts taxes which are applicable to theatre admissions, and 491 cities, towns and school districts have specific local admission taxes.

These are the salient facts in an extensive study of local taxation conducted by COMPO during the last year, the results of which were published yesterday.

In connection with publication of

(Continued on page 5)



Robert W. Coyne

Kansas House Kills Bill To End Film Controls

Special to THE DAILY

KANSAS CITY, Kans., March 20.—The Kansas House of Representatives today killed on a final roll call vote a bill calling for the abolishment of the State Board of Review. The vote was 68-54 against the measure. A majority of 63 votes is required to pass a bill in the House.

The defeated measure was favored by motion picture officials in this area. While eliminating the censor board, it would have provided a method whereby exhibitors of obscene shows could be prosecuted in court.

Televisión Today

Page
4

PERSONAL MENTION

JOSEPH R. VOGEL, president of Loew's, Inc., is expected back in New York today following 10 days on the Coast.

SOL A. SCHWARTZ, president of RKO Theatres, will leave New York tomorrow for Hollywood.

IRVING H. LUDWIG, Buena Vista domestic sales manager, and **LEO GREENFIELD**, assistant Eastern division manager, have left New York for Philadelphia and Atlanta.

JOHN HARRISON, city manager for Georgia Theatres, has been elected mayor of Waycross, Ga.

GEORGE MUCHNIC, official of Loew's International, will return to New York today from Hollywood.

HARALD BOWDEN, of J. C. Williamson Theatres, Australia, left New York yesterday for London via B.O.A.C.

MEL HEYMANN, office manager in the M-G-M publicity department here, became a grandfather this week when his daughter, **MRS. MYRNA GREENHALL**, gave birth to a boy at University Hospital, Baltimore.

MEL BROWN, of the Peachtree Art Theatre, Atlanta, has returned there from Savannah, Ga.

Westrex Subsidiary Managers Meet Here

Managers from eight of Westrex Corporation's subsidiaries in South America, Asia, Panama, North Africa, Australia and the Caribbean area are currently attending a conference here, scheduled through March 29, according to E. S. Gregg, president.

The conference is featuring presentation displays of the latest technical equipment developed at Westrex's testing laboratories in New York and Hollywood. Some of the suppliers of equipment handled by Westrex through its subsidiaries are exhibiting their latest equipment.

The conferees will also inspect the facilities of Northern Electric Co.'s plant in Belleville, Canada and will study the recording techniques and inspect the motion picture studio equipment and operations at the Canadian National Film Board Studios in Montreal.

EDITORIAL

(CONTINUED FROM PAGE 1)

Wall Street investment firm of Allen & Co., one of the major members of the Serge Semencenko group which last July bought the controlling stock interest in Warner Bros. from the Warner family, will continue to hold approximately one-third of its 150,000 shares.

This fact effectively refutes trade and financial district reports that Charles Allen was moved to dispose of his Warner Bros. investment by disappointment over the failure of Warners management to effectuate a policy of substantial liquidation of company assets, a policy which Allen is said to have expected at the time he invested so substantially in the company last summer.

Allen denied those reports at the time, emphasizing that the policy of the new owners would be to retain every company asset of value to the principal function of the company, that of producing motion pictures for theatrical distribution. The fact that Allen & Co. is retaining 50,000 shares of Warner Bros. stock would appear to be indication enough that he is not in disagreement with management on this or any other major policy.

As a matter of fact, the stock transaction actually is not a sale by Allen so much as it is an acquisition by Warner. It expresses the latter's personal conviction, a psychological attitude, if you will, that this is the time to add to his investment in his company, and which his obviously favorable cash position made it possible for him to realize.

As Warner is quoted as having observed to an associate: "I am continuing to invest in others' companies, why not in my own?"

Why not, indeed?

Warner certainly has added many more millions of dollars worth of morale to the personnel of his company by his convincing demonstration of his belief in it and its future.

Denmark Deal Syndicate Denied Right To Intervene in Case

(Continued from page 1)

provincial theatres at the 30 per cent terms until the end of this year. Then the houses, which would resign from the Danish Cinema Association, would acquire American product of a more recent vintage under the terms of the new agreement.

The board was also informed that the Bank of the Republic of Colombia favorably acted upon an MPEA request that the Association be included in the 60-40 remittance agreement which that country has with the U.S. The details of the pact are being worked out in Bogota between representatives of the local film board and bank officials.

Acted on Several Subjects

The directors also approved a budget for foreign offices; discussed but reached no agreement on Philippines' remittance problems; approved a film booking agreement with the Canadian Pacific Lines; took no decision on the Venice Film Festival pending the meeting of the administrative council of the International Federation in Cannes during the festival there; and proceeded as originally planned in selling American product to East European nations.

Syndicate Theatres, Inc. yesterday was denied in Federal Court here the right to intervene in an application by Mrs. Lucille Reagan and her husband, Charles M. Reagan, general sales manager of Loew's Inc., for additional time to dispose of stock interest in Denham Theatres, Inc.

In denying Syndicate's request, Federal Judge Edmund Palmieri said, "I cannot escape the conclusion that Syndicate's application is designed to give aid . . . to its private anti-trust suit in Indiana."

Have 50 Per Cent Interest

The Reagans had sought an extension beyond the previously specified date of April, 1957, to dispose of a 50 per cent stock interest in Denham, which consists of 50 per cent ownership of a first-run Denver, Colo., theatre and 25 per cent in four first-run theatres in Indianapolis. Both the Reagans and the Federal Government had opposed intervention by Syndicate but the government did not oppose Syndicate's intervention as amicus curiae.

Trueman T. Rembusch, a national director of Allied States, is secretary-treasurer of Syndicate Theatres.

Warner Stock

(Continued from page 1)

First National Bank of Boston which purchased the controlling stock interest from the Warner family last July, will retain a total of 50,000 shares of Warner Brothers stock.



Charles Allen

The transaction increases Jack Warner's holdings 233,399 shares including 1,400 shares in a trust of which he is the beneficiary. In addition, Warner's immediate family holds a substantial block of stock the voting rights to which he presumably exercises. Thus, his voting strength is estimated at well over 300,000 shares. He becomes the undisputed large stockholder in Warner Bros. Semencenko, with holdings of record of 160,000 shares, is the second large stockholder.

Confirms Forecast

Warner's statement to the company board confirms MOTION PICTURE DAILY's exclusive story yesterday reporting the imminence of the Warner-Alan transaction.

The price paid by Warner for the Allen holdings was not disclosed. The Semencenko group paid \$27.50 for the Warner family's approximately 700,000 shares last July and the company subsequently asked for tender of its stock at the same price. The issue currently is quoted on the New York Stock Exchange at just over \$2 per share. Obviously, Jack Warner's additional investment represents in the neighborhood of \$2,500,000, increasing his total investment in his company to around \$7,000,000 of his own funds.

The board of directors declared a dividend yesterday of 30 cents per share payable May 4, to stockholders of record April 19.

\$6,170 for 'Men in War'

Security Pictures' "Men in War" grossed \$6,170 in the first day of its premiere engagement at the Capitol Theatre here, according to United Artists.

Correction

Due to a typographical error in yesterday's MOTION PICTURE DAILY the net income of List Industries Corp. was reported to be \$3,140,000 before special items. The correct figure is \$6,140,000.

... NEWS ROUNDUP

Eden Forms Producing Firm

Roger Eden, producer, has formed on the Coast his own independent company to be known as Roger Eden Enterprises, which will become active following the expiration in October of his current contract with M-G-M. His plans for his new company call for operation in TV, motion pictures and the legitimate theatre, with offices in Hollywood and New York.

Bullfighting Film to Columbia

Columbia Pictures has announced that for the first time it will release a major Mexican film, "Torero," produced in English by Producciones Carbachano Ponce.

Refreshment Trailer Out

Filmack Trailer Co. has announced that a new full-color refreshment trailer is now available to all drive-in theatres. The new trailer has a running time of 84 seconds, and features a group of live talent promoting many of the items featured at most drive-ins.

Miracle' Cleared in Chicago

The Appellate Court in Chicago reversed a Circuit Court this week and ruled that "The Miracle," an Italian film, is not obscene. The film never has been shown in Chicago. The police censor board banned it in 1952. The American Civil Liberties Union had sued against the ban in Circuit Court, questioning the constitutionality of Chicago's censor ordinance. Judge Harry M. Fisher ruled it unconstitutional.

Renew Schneer Contract

Columbia Pictures has renewed its contract with Charles Schneer's Morningside Productions, providing for three more pictures to be made during 1957 and 1958. The original contract called for three pictures, two of which have been completed.

Film License Bill Faces Opposition in Albany

ALBANY, N. Y., March 20. — Despite overwhelming approval by the Senate and Assembly today of the Duffy-Waters film license fees bill, there were indications that it faces opposition before Gov. Averell Harriman.

The budget division, which filed with Harriman a memorandum against it last year, has not changed position. Reported intimations to the contrary are described as inaccurate. The Education Department, whose

Harling, Brylawski at SBA

(Continued from page 1)

America. The TOA plan's central feature is that SBA revise its loan policy to permit mortgage loans to theatre owners.

SBA general counsel Philip McCallum said he had met with the TOA spokesmen, received their plan, and wanted to study it further before commenting.

Tomorrow, the TOA officials will meet with representatives of the Senate Small Business Committee to make a plea for legislation giving SBA or some other Federal agency power to guarantee mortgage loans made by private lenders.

Harling, in a statement to MOTION PICTURE DAILY following the session, said that the meeting was pleasant

and lasted about 45 minutes. He and Brylawski, he said, pointed out that the present time is a period of "tight money" making it essential that the SBA "loosen up."

Harling said that the SBA was urged either to make mortgage loans directly or to guarantee loans by private lenders. The SBA was asked to decide whether or not it has the authority to do this, and if it has not the authority, to go to Congress and ask for it.

The SBA was also requested, said Harling, to drop the requirement which states that before a theatre can get an SBA loan it must previously have been turned down in its quest for money by a bank.

Test N.J. Censor Rule In U.S. Supreme Court

From THE DAILY Bureau

WASHINGTON, March 19 — The Supreme Court has been asked to review the validity of a Newark, N. J. censorship statute charged with being so vague as to violate the Fourteenth Amendment.

No actual "incident" of arrest under the ordinance is involved; the Adams Newark Theatre Co. and First Enterprises—not identified as to type of entertainment they provide—are challenging the validity of the law *per se*. The New Jersey Superior Court agreed with them, but the State Supreme Court reversed the lower court's judgment.

The ordinance itself would seem to be aimed primarily at curbing nudity in burlesque and other live shows, but the appellants said the high court should concern itself with the question of "whether or not theatres and motion pictures come within the barriers of protected expression. Whatever may have been true 36 years ago when the matter of Mutual Film Corp., vs. Hoes was decided, there is no reason today for casting the motion picture beyond the barriers of protected expression."

Set 'St. Louis' Tour

James Stewart will make a 16-city air tour in connection with the 50th anniversary of the Air Force and the 30th anniversary of Charles A. Lindbergh's historic trans-Atlantic flight in the "Spirit of St. Louis" monoplane. The tour will commence in Chicago March 25.

motion picture division licenses films, is also expected to send a memorandum to the governor. Last year, the department pointed to the loss of an estimated annual revenue of \$285,000, but did not take a stand otherwise.

Harriman, in vetoing the Noonan Bill, cited that figure, adding "this loss of revenue is not taken care of in the budget enacted by the legislature."

Aldrich Sues Columbia Charging Pact-Breach

From THE DAILY Bureau

HOLLYWOOD, March 20 — Producer-director Robert Aldrich, incorporated as Associates and Robert Aldrich, has filed a Superior Court suit against Columbia Pictures demanding \$302,000 on grounds that the studio breached a contract made in January, 1956, to finance and distribute "Storm is the Sun."

The plaintiff says Columbia, in repudiating the contract on March 14, damaged him in the indicated amount.

PEOPLE

Edward L. Kingsley, head of Kingsley International Pictures, in Boston yesterday addressed a press, radio and TV gathering at the Beacon Hill Theatre on "Films and Censorship." The Kingsley film, "Lady Chatterley's Lover," will open there tomorrow.

Edwin W. Hale, Jr. has been appointed Buena Vista contact for New York newspapers, syndicates and columns. He has been with the Disney releasing subsidiary for three years as field exploitation representative.

William Mogle, vice-president of Publicity Corporation of America, has resigned from the firm. He has not announced future plans.

Martha Clarke, former booker with RKO Radio in Philadelphia, has joined Screen Guild there. Ely Epstein, former sales manager for RKO, has left the industry for a sales post in the electric lights and fixtures field.

Ed Stillman, assistant manager of Proctor's Theatre, Troy, N. Y., for six years, has been named manager of Fabian's Cohoes Theatre, Cohoes, N. Y. He succeeds George Seed, manager since the house opened in 1940 who requested retirement because of ill health.



Televisión Today

Official Films Re-enters First-Run Syndication

Official Films, Inc. will re-enter the first-run syndication field, it is announced, following a series of executive committee meetings held in the company's New York headquarters. Harold L. Hackett is president of the firm, and Herman Rush is vice-president in charge of sales.

A revolving fund of several millions of dollars is planned for the new production of several first-run series marked for syndication, and Official will expand their sales force in any necessary areas as part of the program for the coming year.

C&C Clears Post-'48 RKO Films by Guilds

C & C Television Corporation has announced official clearance of all post-1948 RKO features by the Screen Actors, Writers, and Directors Guilds. The 1949-1955 "Movietime, USA" library features go on the air immediately in all markets where C & C Television Corp. has sold the package.

This is the only major library with post-1948 pictures immediately available.

Kleyer, Others Named To New Posts at CBS

Thomas H. Dawson, CBS-TV vice-president of network sales, has announced the following appointments, effective immediately: George Kleyer, currently Eastern sales manager, becomes network sales manager, CBS Television. Sam K. Maxwell, Jr., now Midwest sales manager, is named Eastern sales manager. Roland Blair, account executive, CBS-TV Midwestern sales office, Chicago, is appointed Midwestern sales manager.

Robert Hoag, account executive, CBS-TV network sales, New York, succeeds the late Thomas D. Conolly as manager of program sales.

Du Mont Reports Loss On Sales for 1956

Allen B. Du Mont Laboratories, Inc. reports a loss of \$3,887,000 on sales of \$47,401,000 for 1956. These results are after a tax carryback of \$1,262,000 and after a reserve of \$1,688,000. This reserve has been set up to cover the complete write-off of the balance of its television transmitter inventory and to put its other inventories and receivables in a sound condition.

These results compare with a loss of \$3,674,000 on sales of \$66,378,000 in 1955. Lower sales figures for 1956 reflect the absence of broadcasting income since the spin-off of the Du Mont Broadcasting Corp. in December 1955.

CBS Tells Plans for Changing Time Periods

Effective with the start of daylight saving time on April 28, the CBS-TV network will institute major operational changes designed to retain, wherever possible, the usual time periods for programs broadcast in areas remaining on standard time, it was announced by William H. Hylan, CBS-TV vice-president of sales administration.

First of the changes will be the maximum use of video tape recording for West Coast repeats by means of Ampex equipment. This use of video tape will make possible a major revision of the West Coast repeat schedule to achieve an originating sequence which will avoid product conflicts.

Finally, Hylan explained, a composite program structure has been developed for central and mountain standard time areas, which will utilize elements of the revised West Coast repeat, special feeds of film and taped shows from Hollywood, and elements taken from the full network feed.

Gomalco Is Expanding In TV Film Production

HOLLYWOOD, March 20—Gomalco, Inc., producers of the George Gobel show, are expanding TV activities into TV film production, with the initial entry a half-hour film series, "Wally and the Beaver," domestic comedy created and written by Joe Connolly and Bob Mosher, to be filmed at Republic.

Gomalco will produce 18 full-hour live shows starring Gobel, in an alternating arrangement with Eddie Fisher's own hour starting Sept. 24, and every Tuesday thereafter, 8 to 9 P.M., over the NBC-TV network, sponsored by Chesterfield and RCA. NBC is preempting the time slot for its only musical variety live show during week, moving "The Big Surprise" and "Panic" out of time slot.

Demurrer Over-Ruled In SAG vs. Telemount

HOLLYWOOD, March 20—Superior Court Judge Kenneth Chantry today over-ruled a demurrer by Telemount Pictures, Inc., and other defendants in the suit brought by the Screen Actors Guild to collect approximately \$20,000 due actors in re-run payments on "Cowboy G-Men" television series.

Telemount president Henry B. Donovan announced, when the SAG suit was brought last year, that he intended being a "guinea pig" in challenging the validity of SAG's television film contract with employers.

The court's ruling against the demurrer necessitates Telemount answering SAG charges. The case is expected to go to trial shortly.

REVIEWS:

Attack of the Crab Monsters

Allied Artists

HOLLYWOOD, March 20
Producer-director Roger Corman, who specializes in subjects outside of the commonplace, deals with the after-radiation theme in this natural-science-fiction production designed for packaging with his "Not of This Earth" on a double-horror program offered by Allied Artists or, of course, booked singly. "Attack of the Crab Monsters" keeps one foot just inches inside the possibilities.

The script by Charles Griffin, who is credited also as associate producer, opens with the arrival of a scientific expedition on an island where earlier scientists have vanished without trace, and proceeds through a series of mysterious calamities which the audience is allowed to discover is caused by giant crabs (big enough to bite whole sections off of the house where the scientists dwell) whose bodies are impervious to gunfire, knives, every weapon save electricity. One by one the members of the party are destroyed, devoured, or made invisible to their fellow members, and the island itself sinks steadily in seeming accompaniment to several thunderous quakes.

Richard Garland and Pamela Duncan top a competent cast. Running time, 64 minutes. General classification. Release, in March.

WILLIAM R. WEAVER

Not of This Earth

Allied Artists

HOLLYWOOD, March 20
Producer-director Roger Corman, who has established a reputation for making imaginative pictures, deals realistically with inter-planetary communication and control in this production designed for packaging with his "Attack of the Crab Monsters" on a double-horror program offered by Allied Artists or, of course, booked singly. "Not of This Earth" abandons plausibility outrightly in its opening sequence, but presents its incredibleities then and thereafter so forthrightly and candidly that a surprising measure of suspense is created as the story progresses. With players more competent than exploitable, the film is good within its topical category.

The script by Charles Griffith and Mark Hanna presents Paul Birch as a human-looking individual in constant need of blood to maintain himself and under control of a planet named Davana whose population is dying of blood evaporation. Birch, whose eyes are without pupils, has power to kill by looking at a victim, and kills many in the course of the story, for blood-burglary of their cadavers. Beverly Garland plays a nurse who is employed to give him transfusions regularly, and William Roerick portrays a doctor who achieves, by chemical analysis, an explanation of the killer's problems. Running time, 67 minutes. General classification. Release, in March.

W. R. W.

MPA Agenda

(Continued from page 1)

vertising and publicity directors committee, reviewed the plans for the industry campaign, the MPAA of cial said.

Various proposals for financing the Jubilee program, including the Stelling's plan which is based on a levy on film rentals, were discussed by committee member A. Montagu. While reviewing the advantages and disadvantages of the financing proposals, the coordinating committee took no affirmative action, it was said. Montagu's report also included some mention of the billing and accounting problems which would confront the film companies if Stelling's financing plan were decided upon, it was reported.

The business building coordinating committee, after hearing the various reports yesterday morning, will present its recommendations and report to the MPAA directors following careful study and analysis. Skouras during a press conference earlier this week, declared that he was in favor of the Stelling's plan.

1,600,000 UA Shares

(Continued from page 1)

subordinated debentures due 1969 and about \$5,000,000 to \$6,000,000 of common stock. Of the 350,000 shares of common stock offered, 250,000 shares are to be offered for the account of the corporation and 100,000 shares are to be marketed for the management group, which is headed by UA president Arthur B. Krim and Robert S. Benjamin, board chairman.

F. Eberstadt & Co. will hold a private luncheon meeting today in Wall Street for investment people who might become prospective underwriters. Information concerning the UA agreement will be presented.

A registration statement covering the UA offering will be filed shortly with the Securities and Exchange Commission.

Gordon and Kirsch

(Continued from page 1)

choose a successor to Benjamin N. Berger, who has served as NCA president for 11 years and who has indicated that he will not accept another term. No definite nominations for the position have been made although Kane, Frank Mantzke head of Northwest Theatre Corp., a buying-bookings combine, and Lowell Smolts, Little Falls, Minn., exhibitors, have been mentioned as possible contenders.

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Coyne Warns of Widened Admission Taxes

Asks Vigilance Despite Cuts In Some Areas

(Continued from page 1)

State by state study, Robert W. Coyne, special counsel for COMPO, warned exhibitors not now subject to such local taxes not to be complacent about their immunity because pressures on local government are increasing. At the same time he pointed out that most municipal authorities are amenable to exhibitors' pleas for relief when actual or threatened distress may be shown.

66 Have Repealed

He also warned however that only hard painstaking effort by exhibitors can win relief from local discriminatory taxation. In this connection the booklet lists 66 local governments which have repealed local taxes in recent years, and another 35 which have reduced them.

All information in the COMPO booklet came from state and local tax officials or other government sources. It is being distributed to company residents and sales managers, heads of exhibitor associations, circuit executives and a number of individual theatre owners.

Six States Unreported

Admission tax revenues from 17 of the 23 states and the two territories in 1955, the latest year for which complete reports are available, totaled \$9,944,716.83. The other six states, all of which have sales or gross receipts taxes applicable to motion picture admissions, do not segregate amusement or motion picture revenues from other receipts, so no figures were obtainable.

Of the 491 local governments imposing admission taxes, 306 reported

Comparison of 1955 and 1956 Admission Tax Revenues In Key Cities

City	1955	1956
New York	\$5,068,984.00	\$4,871,082.56
Philadelphia	1,723,917.00 ¹	1,621,032.00
Chicago	1,076,911.87	1,012,369.12
Pittsburgh	637,302.95	600,114.66
Richmond, Va.	172,552.40 ²	185,718.67 ²
New Orleans, La.	169,284.83	144,052.36
Cincinnati	134,779.31	127,329.68
Atlantic City	122,821.45	117,141.25
Mobile, Ala.	104,373.22 ³	68,484.32 ³
Harrisburg, Pa.	84,921.69	78,216.72
San Diego, Cal.	72,397.14	66,657.83
Bakersfield, Cal.	60,636.52 ⁴	58,695.61
Binghamton, N. Y.	34,265.41	33,957.00
Phoenix, Ariz.	9,750.06	9,088.73
Totals	\$9,472,897.85	\$8,993,940.51

1. Philadelphia tax reduced from 10% to 5%, effective January 1, 1957.
2. Includes admission taxes from other amusements.
3. Mobile tax reduced in 1956.
4. Bakersfield tax repealed as of Jan. 1, 1957.

State Admission Taxes or State Sales or Gross Receipts Taxes Applicable To Motion Picture Admissions

State	Tax	1955	1956
Alabama	3%		
Arizona	2%	\$ 323,399.07*	\$ 339,236.22*
Arkansas	2% ¹		
Florida	3%	1,730,249.16*	1,723,153.06* (Yr. ended 6/30)
Georgia	3%	1,240,637.80*	1,271,937.94*
Indiana	1%		
Iowa	2 1/2%	351,959.81* (Yr. ended 6/30)	371,927.75* (Yr. ended 6/30)
Kansas	2%	452,511.66*	399,025.00* (Yr. ended 6/30)
Kentucky	Sliding Scale	1,577,412.00* (Yr. ended 6/30)	1,500,070.00* (Yr. ended 6/30)
Louisiana	2%		
Maryland	1/2 of 1% ²	111,091.80	57,449.13 (First 7 months)
Mississippi	3%	420,358.81*	417,821.19
Missouri	2%	529,915.42	231,434.64 (First 6 months)
Montana	1 1/4% ³	33,566.90 (Yr. ended 6/30)	30,262.29 (Yr. ended 6/30)
New Mexico	2%	305,333.00*	201,311.00 (First 8 months)
North Dakota	2%	139,577.99*	117,839.55*
Oklahoma	2%	372,774.70* (Yr. ended 6/30)	339,326.00* (Yr. ended 6/30)
South Dakota	2%		
Tennessee	2%	292,944.26*	186,935.99* (First 8 months)
Texas	Sliding Scale	127,255.62	213,024.74
Utah	2%		
West Virginia	2%	529,748.55*	555,420.50*
Wyoming	2%	117,859.28	
Hawaii	2 1/2%	416,922.00*	469,650.00*
Puerto Rico	20% on admissions over 20c	871,199.00*	817,799.00*
Total		\$9,944,716.83 (19 of 25 states and territories reporting)	

* Includes admission taxes from other amusements besides theatres.
1. Arkansas increased the state sales tax from 2% to 3%, effective February 15, 1947.
2. Maryland tax is collected by the state and redistributed to Baltimore and 23 counties in which it was collected.
3. The Montana Legislature voted to repeal this tax, effective April 1, 1957.

1955 revenues of \$13,623,429.18. A very small percentage of this total represented taxes from amusements other than movies. The other local governments failed to reply to a COMPO questionnaire or stated they were not permitted by local ordinances to disclose the information.

Concerted Effort Bore Fruit

The booklet lists 35 cities and towns which have reduced admission taxes in recent years, and 66 others which have repealed such taxes. Many of these reductions and repeals have taken place in the past few months as a result of concerted exhibitor efforts.

The booklet contains a summary listing states imposing taxes on admissions, the tax rate in each, and the amount of revenues received from the tax in 1955 and the latest available 1956 figures. Another table lists the states in which local admission taxes are imposed, the number of local taxes imposed in each, and the number of those reporting the amount of revenue received from such taxes and the total reported.

There is also a state by state report on the admission tax situation in each of the 48 states and three territories, with a table on local admission taxes and revenues, giving the names of the cities, towns and school districts imposing the tax, the tax rates, and the 1954, 1955 and 1956 revenues in each, where obtainable.

Much Data on Pennsylvania

Pennsylvania, in which local taxes are imposed by 31 cities, 83 boroughs, 27 townships and 49 school districts, with possibly some others still unreported, takes up 12 pages of the booklet with detailed information on these local imposts.

The booklet also contains a comparison of 1955 and 1956 revenues

in 14 key cities from which complete returns were available. New York City, with a 5% local admission tax, heads the list, having collected \$5,068,984 in 1955 and \$4,871,082.56 in 1956. Philadelphia, with a 10% local tax which was cut to 5% on January

Compo Survey Gives Report State by State

1, is second with \$1,723,917 collected in 1955 and \$1,621,032 in 1956. Chicago, with a 3% tax and collections of \$1,076,911.87 in 1955 and \$1,012,369.12 in 1956, is third. Total revenues from these 14 key cities were \$9,472,897.85 in 1955 and \$8,993,940.51 in 1956, and account for about two-thirds of the revenue from 360 reporting cities.

Commenting on the results of the survey, Coyne said: "This report shows what a terrific bite is taken from the industry each year by state and local admission taxes.

Says Intent-to-Tax Exists

"Exhibitors and other industry representatives in areas now free from local admission taxes should not be too complacent about having escaped this impost. It is still the declared policy of the American Municipal Association to work for enabling legislation to impose local taxes in such states where the authority does not now exist.

THE BIG ONES...

are in **LIFE**

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LIFE's weekly audience is 26,450,000

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PAT BOONE

IS RECORDING
THE TITLE SONG OF

"BERNARDINE" NOW *



to hit the airwaves soon, for the same big build-up 20th gave LOVE ME TENDER. **BERNARDINE** will be ready for release by the time school is out. Here is your perfect summer season attraction, pre-sold by the song, Pat Boone's transcontinental in-person tour and his many television and radio appearances. Reserve the date you want now...call 20th today!

MOTION PICTURE DAILY

L. 81, NO. 56 NEW YORK, U.S.A., FRIDAY, MARCH 22, 1957 TEN CENTS

tionwide et Meets for nderwriters f UA Issues

Marketing of Company's st Public Issue Due

Eberstadt & Co. will hold a series of luncheon meetings across the country for investment houses seeking to build up a syndicate of at least 100 investment firms which will underwrite the new United Artists Corp. securities which will be publicly offered next month, according to Wall Street sources. U.A. this week signed an underwriting agreement with F. Eberstadt (Continued on page 6)

French Film Month Set U. S. on April 4

The French film industry will sponsor a French Film Month in the United States beginning in April and running through early May, the French Film Office here announced today. Events will include the visit of a delegation of top French actors, a film festival in San Francisco, and the opening of a retrospective show at the Museum of Modern Art in New York. The actors, including Gerard Philipe, will arrive in New York on April 4. (Continued on page 2)

Rodgers Convalescing; Will Close N.Y. Office

William F. Rodgers, sales consultant to Allied Artists and others, will close his office in the Americas Building today which has been his business headquarters since his retirement from M-G-M a number of months ago. Following his recent recovery from illness, he will return to his home in New York. (Continued on page 3)

Television Today

Page
4

Skouras Confident Theatres Can Win in Duel with TV

Confidence in the outcome of the duel between motion pictures and television, and optimism about the future of his company and the motion picture industry were voiced by Spyros Skouras in an exclusive interview published in

TOA Loan Plea Finds Favor

From THE DAILY Bureau

WASHINGTON, March 21 — A Senate Small Business Committee official has given an "interested and sympathetic" reception to the Theatre Owners of America plea for more liberal government lending policies to exhibitors.

This was reported by A. Julian Brylawski of TOA. He and TOA's Philip F. Harling met today with John Flynn, executive assistant to the Senate Small Business Committee. Yesterday Brylawski and Harling met with the committee. (Continued on page 6)

U. S. Pressing Probe Of Block Sales to TV

By J. A. OTTEN

WASHINGTON, March 21. — The Justice Department's current investigation of the television industry is going into the legality of the sale of film libraries to television stations, according to Assistant Attorney General Victor Hansen.

Hansen, in charge of the Anti-Trust Division, said today. (Continued on page 3)

Academy's Thalberg Award Goes to Adler, Hersholt Award to Freeman; Cantor Cited

From THE DAILY Bureau

HOLLYWOOD, March 21—Two leading motion picture industry executives and one of its great stars have been voted honorary awards by the board of governors of the Academy of Motion Picture Arts and Sciences, it has been announced by George Seaton, president.

Buddy Adler, executive in charge of production at 20th Century-Fox, was voted the Irving G. Thalberg Memorial Award and Y. Frank Freeman, vice-president in charge of the Paramount studio, will receive the first Jean Hersholt Humanitarian Award.

Eddie Cantor also was voted a special honorary award by the Academy board of governors.

The three awards will be presented to the recipients on the 29th Academy Awards Show, March 27, at the RKO Pantages Theatre here.

MOTION PICTURE HERALD'S Spyros Skouras 15th Anniversary Issue, out today.

The industry's chances of coming out on top in the struggle for the public's favor are better now than when television was getting started, Skouras said.

His reasons for so believing, he said, are the increasing attractions of television. (Continued on page 6)



Spyros Skouras

'U' Earnings \$163,786 For 13-Week Period

Universal Pictures and its subsidiary companies had earnings of \$163,786 for the 13 weeks ending February 2, 1957 after provisions for \$200,000 for Federal taxes on income, the company reported yesterday. This compares with earnings of \$1,122,420 for the 13 weeks ending January 28, 1956, after provisions of \$1,120,000 for Federal taxes.

The earnings of the period reported yesterday. (Continued on page 2)

At Telemeter Showing Give Pay-TV Thorough Try, Balaban Urges

Could Yield Revenue and Aid Producers, He Feels

By WILLIAM R. WEAVER

HOLLYWOOD, March 21.—"Pay-television may bring about the closing of some marginal theatres," Barney Balaban, president of Paramount Pictures, said today in answer to a question at the showing here of Telemeter Electronic Theatre, "but on the other hand," he added, "it may bring in enough revenue to the industry to enable producers to make more pictures, and that would be a good thing for everybody."

"I would like to see exhibitors get the best return we can for our product." (Continued on page 2)

Economics to Dictate Backlog Sale: Balaban

HOLLYWOOD, March 21—"Economics must dictate,"

These words summed up the answer given here today by Barney Balaban, president of Paramount Pictures, when asked whether or not Paramount would sell new, or old, pictures to exhibitors who may in the future operate in the field of the Telemeter Electronic Theatre.

"Old or new, what's the difference," said Balaban, "we are in business to get the best return we can for our product." (Continued on page 2)

See Para. Stock Rising Through Sales to TV

Paramount Pictures' stock, which currently has a market value of \$33 per share, should substantially rise through the sale of old pictures to television, "a hidden asset value," according to an analysis prepared by Newburger, Loeb & Co., a Wall Street investment house.

"Attention has been directed to the extreme undervaluation of this leading moving picture company by reports about Paramount's pre-1948 film backlog." (Continued on page 2)

PERSONAL MENTION

BARNEY BALABAN, president of Paramount Pictures, and **PAUL RAIBOURN**, vice-president, will return to New York over the weekend from Hollywood.

EMERY AUSTIN, M-G-M exploitation head, returned to New York yesterday from Tulsa, Okla.

PHILIP F. HARLING, executive of Fabian Theatres, returned to New York yesterday from Washington.

MO ROTHMAN, United Artists Continental sales manager, has arrived in New York from Paris.

ALBERT LEWIN, producer, will leave here on Tuesday for Paris and London.

BARRY JONES, British actor, will return to London tomorrow from New York via B.O.A.C.

EVA BARTOK will return to Hollywood today from New York.

'U' Earnings

(Continued from page 1)

yesterday are equivalent to 12 cents per share, after dividends on the preferred stock, on the 927,254 shares of common stock outstanding on February 2. In the 1956 period earnings were equivalent to \$1.10 on 968,519 shares of common stock outstanding on January 28.

In indicating that the company's earnings for the first quarter of 1957 were below those of the comparable period of the previous year at the annual stockholders meeting last week, Milton R. Rackmil, president, said that most of the dip is expected to be made up in the second quarter of the current fiscal year. He attributed the dip to the limited number of pictures in release during the first quarter.

Schary Leaving for Tour Of Europe Film Centers

Dore Schary will leave here on April 18 for a three-month tour of Europe and the Middle East on a combined business and vacation trip. The independent producer plans to attend the Cannes Film Festival and study the European production centers and the story market with a view toward making films abroad in the future.

Austin Defers Decision On Plea for Telemovies

Special to THE DAILY

AUSTIN, Tex., March 21 — The City Council here has voted unanimously to defer decision on applications for Telemovies by Interstate Circuit, Trans-Texas Theatres, Joseph Theatres and Capital Cable Corp.

Interstate asked for a 90-day deferral, but the council declined to put a time limit on the postponement of its decision.

Para. Stock

(Continued from page 1)

library. Despite 1956 estimated earnings of about \$4.50, including non-operating profits and an estimated asset value of \$65 to \$70, Paramount currently sells at 33. When part of this hidden asset value is realized through the sale of the old pictures, the stock should rise," the report said.

Asserting that industry sources estimate the Paramount library to be worth \$25 per share, the Newburger, Loeb investment analysis pointed out that if a sale could be made for the old films, the proceeds, which would be received over the next several years and subject only to capital gains taxes, can be profitably employed in making more and better films, engaging in some other profitable business, or in continuing to retire stock by purchase. "Paramount Pictures since Jan. 1, 1956 has retired nearly 200,000 shares," it was said.

All Producers Seen Hurt

"The advent of television has required radical changes in motion picture operations and the adjustments to the use of new methods have been costly, and earnings of all picture producers have been hurt," the analysis said. "However, Paramount because of its aggressiveness and farsightedness, has come through this adjustment period relatively unscathed. It developed VistaVision and it practically stopped spending money on 'B' and 'C' pictures, and instead concentrated on producing the epic-spectacular feature movies that are almost non-competitive. Last year it released two of the most promising pictures Hollywood has ever produced: 'The Ten Commandments' and 'War & Peace.' As a result, Paramount has maintained its profit margins better than any of its competitors, and is now in a position to resume the growth that was apparent prior to 1956."

Newburger, Loeb & Co. then said that "earnings increased continuously from \$2.33 per share in 1951 to \$4.49 per share in 1955. 1956 earnings are estimated to have been about \$4.50

Telemeter

(Continued from page 1)

together, among themselves and possibly with local groups also, to give theatre-to-home television a thorough try."

Balaban's statement came at the close of a two-hour demonstration of the modified Telemeter apparatus now offered exhibitors, or others, who are interested in establishing a Telemeter system in their own city or community. The new apparatus differs in three respects from that which was installed in Palm Springs for test purposes.

¶ It provides the subscriber with a choice of three programs instead of one.

¶ The new coin box enables a subscriber to build up a money credit for future use.

¶ By turning the dial the subscriber can tune in the voice of a "barker" which will tell him what attractions are coming, at what time, and at what price.

Under the new Telemeter policy outlined at the demonstration by Lou Novins, special assistant to Balaban, and Telemeter vice-president Paul McNamara, an exhibitor acquiring a Telemeter franchise can install a Telemeter studio in his lobby or elsewhere costing approximately \$40,000 for equipment and can run a coaxial cable on public utility poles to homes within whatever area is covered by his franchise.

\$25 to \$50 per Home

It is estimated by Telemeter officials that he can operate profitably on 2,500 or more home installations. The cost of home installation, it was pointed out, ranges from \$25 to \$50.

The exact terms under which Telemeter franchises will be available are still in the discussion stage, Novins said, and will take final shape in accordance with talks already started with several leading circuit executives.

All five of the plans under discussion, said Novins, are based on a franchise of one kind or another.

The program used in the demonstration was offered at an admission price of 85 cents.

In answer to a post-demonstration question, Novins said that it is within the realm of possibility that advertising sponsorship might alter the cost level in situations where sponsorship is accepted.

per share, including non-operating profits. Last year would have been even better had there not been such very heavy first year amortization charges on the company's two major productions."

Allen Denies Report of WB Stock Sale Motive

Charles Allen, Jr., of Allen & Co. which this week sold 95,000 shares of its 150,000-share block of Warner Bros. stock to Jack L. Warner, denied yesterday that the sale was motivated by disappointment with Warner management's failure to liquidate certain company assets, as reported in financial and trade circles.

The transaction involves "merely a change of portfolio policy," Allen said. "I am very optimistic on the company" (Warner Bros.).

French Fete

(Continued from page 1)

Philippe, Jean Marais, Francoise Arnoul and **Micheline Presle**, will arrive in New York April 4 for public and television appearances. On April 12 they will leave for San Francisco for the French film week, opening April 13.

In May the Museum will begin its program to be called "Sixty Years of the French Cinema." It will include a survey of the French motion picture from its beginnings. Jacques Flaud, director of the Centre National de la Cinematographie, will come here for the opening.

French Film Office in Charge

The project is being carried out under the direction of the French Film Office, established here last year under the direction of Joseph Maternati, as the U. S. arm of the French film industry. During 1956, the United States became the second most important export market for French films, rising from a tenth place position the year before. Coincidentally French production hit an all-time high, with a record 129 films emerging from the studios.

Paramount Backlog

(Continued from page 1)

product from any source, including free television, for that matter. As I have said before, as long as four years ago, whenever economic conditions, in my opinion, indicate that we should sell our backlog to television, pay or free, we will sell it."

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

JAMES STEWART

AS CHARLES A. LINDBERGH IN

"THE SPIRIT OF ST. LOUIS"

In CinemaScope and WarnerColor

A Warner Bros. Picture

and SPECTACULAR STAGE PRESENTATION

Beau James' Screened For N. Y. Congressmen

From THE DAILY Bureau

WASHINGTON, March 21—"Beau James," Paramount Pictures' new film biography of the late New York Mayor James J. Walker, was screened at the Paramount office here last night or the New York City Democratic delegation in Congress, headed by Rep. Emanuel Celler.

U.S. for Probe

(Continued from page 1)

Trust Division, said today this included the recent sales of films by major motion picture companies.

Also under investigation, Hansen said, are sales by distributors who have bought up old motion pictures and offer them to television stations and sales by companies which make films specifically for TV. All three types of film sales are under study to determine whether illegal block-booking is involved in some instances, Hansen said.

Hansen declared the Department had received many complaints saying that some companies distributing films to television stations told the purchasers they would "have to take a large block of pictures, some of which were useless and which they couldn't now."

No Selection Provided

Purchasers were not given "the privilege of looking at the films and selecting them," he said. He added that complaints had come in particularly about companies "that have stock of old pictures."

Last fall, Hansen told a House Judiciary Sub-Committee that the department felt there might be cases where the sale of films for television paralleled the block-booking practices outlawed for the film industry by the Supreme Court's Paramount case decision. He gave no details then, however. He explained to the committee that this was one phase of an investigation the department was making of the TV industry and said that he thought the entire program could take from one to two years.

Hansen said today that the Department has not yet come to any decision—either on the whole investigation or on any part of it.

Rodgers Convalescing

(Continued from page 1)

severe attack of pneumonia in Hollywood, Fla., where he has his winter home, Rodgers was ordered by his physician to take a complete rest for the remainder of the year. He plans to remain at his Florida residence for the next several months.

Margaret Laczer, long-time secretary to Rodgers, is supervising the office closing here for him. She returned to New York recently from a visit with Mr. and Mrs. Rodgers in Florida.

Imperative Need for Tax Easement For U. K. Theatres Shown in Survey

By WILLIAM PAY

LONDON, March 19 (By Air Mail)—A survey carried out by Harry Mears, president of the Association of Independent Cinemas (AIC) and branch chairman of the Cinematograph Exhibitors Association (CEA), reveals the desperate need of small exhibitors for an entertainments tax remission in the forthcoming budget on April 9.

Mears has collected figures from over 75 exhibitors throughout Britain and in the majority of cases they indicate that unless relief is given they will be forced to close their cinemas. Most of the 75 have reported trading losses for the past two years and where there has been a small profit it is only because the owner-manager drew no personal salary.

Mears will use these figures in his

campaign, aimed at all government departments, on behalf of the needs of the small exhibitor for relief from entertainment tax.

The Scala, St. Helens, is the latest theatre to close down "because of the heavy burden of entertainments tax coupled with the inflexibility of the tax structure." This is the second cinema in the town to close within a year, the other being the Oxford, which is now a dance hall.

Reporting the closure of the Scala, owner P. M. Hanmer said that in the previous twelve months, the cinema took £12,170 (\$34,076) and paid £4,100 (\$11,480) in tax. He had sent a telegram to the Chancellor of the Exchequer pointing out that the owners could not continue to carry such a heavy tax burden.

Kill Bill on Giving False Bomb Information

ALBANY, March 21—The Assembly Codes Committee killed a bill today which would have made it a misdemeanor for any person to give false information, in person or by telephone, to the effect that a bomb would be exploded or that any other serious hazard existed in any school, theatre, auditorium or other places used for public gathering.

Defeated by the same committee was a second bill, also introduced by Assemblyman Walter H. Gladwin, Bronx Democrat, which proposed to amend the penal law to make it a misdemeanor for a person to communicate in any manner with public authorities pertaining to threats to place or plant a bomb.

Allied Supports Bill Amending Clayton Act

From THE DAILY Bureau

WASHINGTON, March 21.—Allied States Association has submitted a petition to the Judiciary Anti-trust committee of the House of Representatives in favor of a bill to amend the Clayton Act by requiring prior notification of corporate mergers, and for other purposes.

The statement was accompanied by an Allied resolution which the national exhibition organization's board of directors adopted last February in Cincinnati.

Allied's general counsel and board chairman Abram F. Myers, who submitted the petition, said that the association strongly "favors the objective of the amendment bill, H. R. 2143, which is to head off unlawful consolidations before they can be consummated. Based on what happened in the case of RKO and Universal, we fear that the bill, unless amended, will be subject to evasion."

Myers said the H. R. 2143 will greatly strengthen the anti-trust laws without imposing undue hardships.

Realign Paramount Western Sale Divisions

Realignment of Paramount's sales divisions in the Western half of the U. S., involving absorption of the Rocky Mountain division by the Western and Southwestern divisions, was announced yesterday and will be effective Monday. Sidney G. Deneau is Western sales manager for the company.

The Rocky Mountain division, which has consisted of four branches, will be absorbed as follows: the Denver and Salt Lake City branches will become part of the Western division, managed by H. Neal East, and the Des Moines and Omaha branches will be placed in the Southwestern division, managed by Tom W. Bridge.

The change reduces from four to three the number of divisions in the Western U. S. The Eastern U. S. has three sales divisions, Eastern, Mid-Eastern and Southeastern.

As previously announced, Phil Isaacs, Rocky Mountain division manager, has been appointed assistant Eastern sales manager, effective April 15, and will make his headquarters at the home office. Headquarters for the Rocky Mountain division have been in Denver.

Capital in Jacksonville

ATLANTA, March 21—Capital Film Exchanges, with headquarters here, is opening a new office in Jacksonville, located in the Guarantee Building. R. C. Price, formerly branch manager for RKO Radio in Jacksonville, has been named manager there for Capital. Benton Brothers will handle the shipping.

Davis to Coast

Martin Davis, Eastern director of advertising and publicity for Allied Artists, will leave here today for Hollywood to confer with AA studio executives on forthcoming product.

Portland Business Boom; Credit Interest in 'Sweeps'

Special to THE DAILY

PORTLAND, Ore., March 21—Theatres in this city are presently enjoying an upsurge in business which has been estimated by several managers to be as much as 25 per cent above that over the month of March last year. Credit is given in large part to local interest in the Academy Award Sweepstakes.

Among the downtown theatres reporting the increase in patronage are the Fox, which is holding "Cinderella" for a second week; the Broadway, where "Oklahoma" is in its third month; the Paramount, with "Ten Commandments"; the Orpheum with "The Brave One"; and the Liberty and Roxy Theatres with "Men in War."

Favors Tax Relief If Federal Budget Is Cut

WASHINGTON, March 21.—Senate Finance Committee Chairman Byrd (D., Va.) said he would favor tax relief for small business if the Federal budget is cut sharply.

However, he indicated he would oppose right now pending proposals for small business tax cuts. He said he didn't think the time was right, nor did he feel that pending proposals to give relief to corporations were the right approach.

Byrd's committee is considered certain to turn down small business tax cuts being proposed by Senators Fulbright (D., Ark.) and Sparkman (D., Ala.).

Wisconsin Unit Pledges To Support Code Films

MILWAUKEE, March 21—At a special meeting this week of the Wisconsin Council of Motion Picture Organizations, it was unanimously resolved that they "shall continually strive to show on our theatre screens, those pictures having true entertainment value and which are produced in good taste consistent with the Production Code regulations of the Motion Picture Association of America."

The copies of the statement were to be sent to Mayor Zeidler, the Common Council and the Milwaukee Motion Picture Commission. The Wisconsin Council is comprised of the heads of all of the Milwaukee exhibitor and film distributor organizations.

Affirm Writer Judgment

The U. S. Court of Appeals yesterday affirmed a \$25,000 judgment obtained by John Szekely against Eagle Lion Films for the distribution of a film called, "Give Us This Day," for which Szekely wrote the screenplay. The Court upheld a decision handed down by New York Federal Judge Archie O. Dawson last year which Eagle Lion appealed.

Television Today

Lamneck Named Head Of Warner TV Dept.

Joseph D. Lamneck has been named general manager of Warner Bros.' television commercial and industrial film department, Jack M. Warner, executive in charge of the division, announced yesterday. Lamneck will make his headquarters in the Warner Bros. home office building, here.



Joseph Lamneck

A second Warner Bros. television and industrial film department office was opened recently in Chicago, under the supervision of Burton A. Neuburger, who will work out of Warners' Chicago film exchange building.

Lamneck is a former executive producer and production supervisor at McCann-Erickson, Kenyon and Eckhardt and Cecil & Presbrey advertising agencies. Neuburger was formerly vice-president of Roland Reed TV, Inc., and national sales manager of Kling Film Productions.

Both men will operate under the supervision of Jack M. Warner and Walter Bien, who are in charge of the studio's commercial and industrial film department.

Two Join WABD

WABD, New York, has announced the expansion of its sales force with the appointment of two new account executives, William L. Kost and Vincent Meade. Kost was formerly an account executive for both ABC-TV and NBC-TV. Meade goes to WABD from the Crosley Broadcasting Company, where he has served as eastern sales manager for the radio division.

Tokyo Buys Series

CBS Television Film Sales, Inc., has sold three more TV series to Radio Tokyo, Inc., Fred Mahlstedt, director of operations and production, announced. They are "Annie Oakley," "Buffalo Bill, Jr.," and "The Adventures of Champion." CBS earlier sold Radio Tokyo "The Whistler," CBS Newsfilm and Terrytoons.

TPA Signs Ameche

Don Ameche has been signed as host and star on the "Stage 7" half-hour TV film anthology and the program retitled "Don Ameche Presents the Play of the Week," it is announced by Michael M. Sillerman, executive vice-president of Television Programs of America.

Backstage Notes on Emmy Winners

By SAMUEL D. BERNIS

HOLLYWOOD, March 21—"Requiem For A Heavyweight" will not be re-played over the CBS-TV network. Rod Serling, (who wrote the teleplay and was just pacted by CBS for three more Playhouse 90 scripts to be delivered within a year from June), is listening to an offer by Michael Myerberg for a Broadway presentation. Serling says this could happen if Jack Palance would agree to appear in the legit version; but he has definite intentions of adapting the script for a motion picture release. Rod claims control of the script and will not permit a TV re-play.

Leonard Stern, who just left Nat Hiken's stable of writers, picked up his Emmy for his writing contributions to the Phil Silvers Show, and announced his new post as head writer for the Steve Allen Show, which emanates from the Coast for the next two weeks.

Leonard Has a Role for Emmy

Sheldon Leonard, who earned the award for best direction of a half-hour show, a half-hour after Danny Thomas offered 3 to 1 odds that he would, blurted, as he nervously fondled Emmy for the photogs, "this'll make a helluva paper weight!"

Jack Palance, best actor for a single performance, a shy, soft-spoken individual in person, with a rare, ingratiating smile, and a firm grip around the statuette gave us a fleeting observation of a loveable menace with a weapon in his hand.

Claire Trevor, cuddling the "golden doll" for best actress in a single performance, reminded us that she also won an Oscar from the Academy of Motion Picture Arts and Sciences for her work a few years back in Warner's "Key Largo;" and that she once appeared in a Broadway show with Jack Palance.

Misses Mesta and Rudie Are Paired

Evelyn Rudie, the seven-year-old moppet, who lost out in the best actress category for her performance as "Eloise" on Playhouse 90, was much more concerned with an ice cream party for the press, scheduled for the following afternoon, which was being co-hosted by Perle Mesta and Miss Rudie, (who portrays the former "ambassador" to Luxembourg as a child, on Thursday's Playhouse 90 presentation of the P.M. story).

This year's awards gave two veteran film stars a chance to be "young" again. By a charming coincidence, Robert Young and Loretta Young took top honors as best actor and best actress for a continuing performance in a dramatic series in their respective shows: "Father Knows Best" and "The Loretta Young Show."

We told Bob Young our 11-year old offspring, an avid fan of his fam-

Perfect Transmission On Telephone Cables

PHILADELPHIA, March 21.—The Bell Telephone Company of Pennsylvania, in cooperation with General Precision Laboratory, Inc., and Dage Television Division of Thompson Products, Inc., has perfected the means whereby the transmission of narrow band TV pictures with motion over ordinary telephone cable pairs is now feasible.

The development was described here last night by C. Raymond Kraus, general staff transmission engineer of Bell Telephone, in a speech before the Franklin Institute. The new system, adaptable in certain kinds of industrial closed circuit telecasting, employs a bandwidth of 250,000 cycles, compared to the 4,000,000 cycles bandwidth required for transmission over special video cable. Kraus said that although the lower frequency results in less picture resolution, the system is adaptable to those kinds of industrial applications where picture quality "is not of primary consideration."

"This new availability of telephone cables as TV signal carriers," he said, "provides a ready-made network of cable facilities for picture transmission at almost any location. This, in turn, will make the use of television in industrial and institutional applications far more practical than ever before."

Normandie Sets Second Outdoor TV Series

TORONTO, March 21—A second series of 39 outdoor productions for TV is planned by Normandie Productions to start in July.

While no title for the series, budgeted at \$1,500,000 has been set, Bert Sternbach, production manager, said plans should be complete by May.

Normandie is now winding up the shooting on "The Last of the Mohicans," with just two more stanzas of 39 to be completed.

ily show, considers him her idol as a father, and wishes her father could be as sweet, and understanding, and clever. Bob replied, "you think you've got troubles. My kids give me the same kind of routine when I get home from a day's shooting; and all I can tell them is that I wish I had the same kind of writers feeding me lines at home."

REVIEWS:

Untamed Youth

Warner Bros.

Luscious blonde Mamie Van Doren is the big news of this otherwise rather routine medley of rock 'n' roll wildcats and shady doings on a farm where young minor offenders are sent for thirty days to pick crops. Assisting the energetic Miss Van Doren in some heavy dramatics, and rock 'n' roll song and dance numbers that pop up from time to time when things slow down, are such as Lori Nelson, John Russell and Don Burnett.

Miss Van Doren and Miss Nelson are two entertainers attempting to hitch-hike to Hollywood, where they hope to obtain bookings. Arrested for vagrancy, they are sentenced by a woman judge, Miss Tuttle, to a farm operated by sadistic John Russell. Russell has elected the aging Miss Tuttle to a judgeship, and moreover has secretly married her. Though she knows he cares nothing for her and is only trying to utilize her position, Miss Tuttle, in love, plays along with his scheme to hire prisoners at starvation rates to meet his crop schedules.

Anyway, there are various plot involvements, the kids revolt against Russell, and a young knight on a white charger, played by Burnett, sees to it that justice is done and Russell provided with his comeuppance. Burnett also gets Miss Nelson, though why he preferred her to the high-voltage Miss Van Doren remains a mystery.

Aubrey Schenck produced and Howard W. Koch directed. John C. Higgins wrote the screenplay from a story by Stephen Longstreet.

Running time, 80 minutes. General classification. Release, in April.

L. J. Q.

Voodoo Woman

American-International

PROVIDENCE, R. I., March 21

Marla English, Tom Conway, Touch Connors and lesser-knowns enact with proficiency a story that is an apparent natural lure for the action-horror fiction type of film fancier. Alex Gordon produced, with direction assigned to Edward L. Cahn.

Renegade scientist Tom Conway, accompanied by his wife, Mary Ellen Kaye, labors away at formulas and other data deep in the uncharted jungle country. Realizing he can't return to civilization, Conway develops a serum that enables him to turn a native girl into a monster. A twist of fate kills her off, and Conway then decides to use still another woman—this time adventuress Marla English. After much ranting and raving, in the best tradition of horror science, Miss English is destroyed, and the remnants of her violent escapades resume age-old patterns.

The screenplay is by Russell Bender and V. I. Voss.

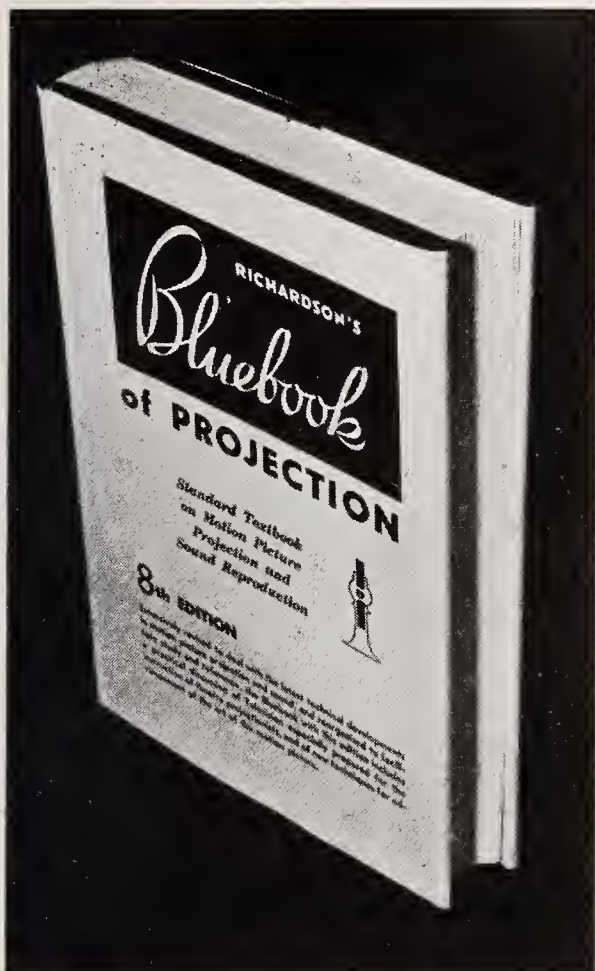
Running time, 75 minutes. General classification. Release, not set.

A. M. W.

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Duel with TV

(Continued from page 1)

the outstanding productions, current and to come; the natural desire of women everywhere to have a regular night out, leaving household cares behind, which means being accompanied by husband and, often, other members of the family, and the appetite for new films which older product being shown on television is awakening among the public, particularly the youngsters.

Sees Programs 'Wanting'

"Television competition still is present," Skouras said. "No one will contend it isn't. But by comparison with the new, important films, television's programs are wanting, for the most part. It is restricted, too, in both available personalities and the time required to produce films of the type the public wants."

"While we are not out of the woods yet," he continued, "the quality and quantity of our pictures will overcome the most serious television competition."

"I am extremely optimistic about the future of our company and the industry despite the fact that current conditions demand the utmost of all of us. Our executives must work harder as must every employee in all departments. With the best moral and financial resources at our command mobilized in this endeavor, the struggle for profitable operating results will be successful."

Points to Heavier Schedule

Skouras said that 20th-Fox will render an important service to exhibitors this year by delivering an increased schedule of boxoffice attractions at a time when theatres are clamoring for more product. The 1957 schedule consists of 12 "blockbusters," 18 "A" productions, and 25 "showmanship" pictures, he said.

Looking to the future, the 20th-Fox president said that his company is continuing its active interest in and work on Eidophor, on CinemaScope 55 and the idea of a newsreel produced in CinemaScope. While these are active projects, Skouras said he did not expect they would be placed on the market this year.

He reported, too, that a study of the advisability of consolidating production at another major studio for possible greater efficiency is progressing and that a decision may be arrived at soon.

Discusses 'Streamlining'

Questioned about the possibility of a streamlining of the company's distribution operations, also in the interest of possibly greater efficiency, Skouras replied:

"The only way to reduce distribution costs is by handling more and better pictures."

Trade observers will be quick to note that this is the opposite of the view which dictated the recent disbanding of the RKO Radio distribution organization.

REVIEWS:

Fury at Showdown

Goldstein—UA

SOME FINE direction from Gerd Oswald, interesting camerawork from Joseph LaShelle, and a fresh approach to a familiar Western plotline by Jason James contribute to a solid over-all dramatic effect in this offbeat Western. It tells of a man who has to fight off a partially undeserved reputation as a gunfighter before he can win back the friendship of his fellow-townfolk and the love of his girl. What might have been grindingly familiar emerges as buoyant and fresh in these skilled hands.

John Derek is the man in the case, and Derek appears to better advantage here than ever before. As his decent, loyal homesteader brother, who fights for Derek's reputation after the latter is released upon expiration of a jail sentence for killing a man in a fight, Nick Adams has his best acting opportunity yet and comes through in a highly individual way.

The well-written dramatics and character conflicts are interspersed with taut suspense and lively action, and United Artists should find that it's a combination brewed to perfection, selling-wise. The trick is to impress on the public that this is an attention-holding, well-tooled Western, not just another casual oater.

John Smith is malevolent and arresting as the youthful triggerman hired by Gage Clarke, brother of the man killed by Derek, to help Clarke take revenge. Clarke and his gunfighter practice various forms of sadism, physical and psychological, on Derek. Carolyn Craig, Derek's girl, cold-shoulders him, and the sheriff, Robert E. Griffin and his former friends want nothing more than to see Derek leave town. Amongst these interesting character clashes is some plot material concerning Clarke's attempts to foreclose on the brothers' ranch property before they can make a profitable deal. The important assets here, however, are the finely drawn characterizations, taut action values and the workmanlike look of the whole.

When Adams is killed by Smith, Derek sets out to even things up, and in doing so he wins back his self-respect and the regard of his neighbors. And, of course, Miss Craig. Executive producer is Bob Goldstein. John Beck produced. James' screenplay was from a novel by Lucas Todd.

Running time, 75 minutes. General classification. Release, in March.

LAWRENCE J. QUIRK

The Deadly Mantis

U-I

THE PRE-HISTORIC BEAST that takes the spotlight in this "monster movie," which is designed for the wide audiences that likes such adventure films, has been conceived with more imagination than some of the mechanical evil-doers that preceded it. Designed in the shape of an overgrown mantis, it makes a most hideous sight to behold—and especially so when it is flying through the air at great speed, bent on doing dirty business and emitting ominous sounds all the while. The boys in the special effects department at Universal have outdone themselves in bringing this mantis to life with originality and technical skill.

The story, on the other hand, follows the conventional lines of monster pictures. The first indication that trouble is afoot comes (as usual) from a remote part of the world—a weather post in the polar regions, which is mysteriously destroyed. Cynics scoff at this and other strange manifestations, but a stalwart lieutenant-colonel and a dedicated paleontologist (played by Craig Stevens and William Hopper, respectively) persist until the creature is detected and destroyed. They have the indispensable assistance of a pretty magazine editor, played by Alix Talton, who goes along for the somewhat dangerous ride.

Some of the mantis' more deadly activities include the annihilation of a radar base, which makes for one frightening scene, and its destruction of a train and bus in Washington, D. C., which makes for another. Jet fighter planes eventually kill it, bringing it down on what looks like the entrance to the Holland Tunnel in New York.

The screen play was by Martin Berkeley from a story by William Alland, the latter of whom also produced. Direction is credited to Nathan Juran.

Running time, 78 minutes. General classification. Release, in May.

RICHARD GERTNER

Plea by TOA

(Continued from page 1)

with Philip McCallum, general counsel of the Small Business Administration.

TOA is urging that SBA—either through a policy change or legislation—be empowered to make mortgage loans to exhibitors. As an alternative, TOA says, SBA or some other government agency should be permitted to guarantee mortgage loans made by private lenders. Either step would help exhibitors during the current "tight money" period, TOA argues.

Flynn 'Sympathetic'

The TOA officials presented the case to Flynn, and, according to a source, found Flynn "interested and sympathetic to the needs of exhibitors for mortgage relief." Flynn told the TOA delegation that the committee would be interested in their petition and would communicate with the SBA loan policy board and get their views on the matter.

The TOA proposals are in many respects similar to legislation advanced by committee chairman Sparkman (D., Ala.) to make more government credit available for small firms generally, Flynn pointed out. He said he and the committee would study the TOA petition and advise TOA on the results.

Slate Meetings

(Continued from page 1)

& Co. covering a proposed \$10,000,000 offering of six per cent convertible subordinated debentures in 1969 and about \$5,000,000 to \$10,000,000 of common stock.

There will be authorized 1,600,000 common shares, of which 350,000 shares of one dollar par value will be offered at \$20 per share, it is said. Of the 350,000 shares of common stock offered, 250,000 are to be marketed for the account of the corporation and 100,000 shares for the management group headed by Robert Benjamin, chairman, and Arthur Krim, president.

Eberstadt yesterday held a luncheon for "three or four" Wall Street investment house representatives who expressed interest in becoming prospective underwriters of the UA stock and debenture issue, which will be offered in mid-April. A registration statement covering the offering will be filed with the Securities and Exchange Commission in Washington April 1.

Eberstadt and his partners across the country will act as hosts at the forthcoming luncheons, at which information about the U.A. securities and the film company will be presented. According to Wall Street sources, Eberstadt hopes to build a syndicate of underwriters across the country to impart information about UA to prospective investors and to try to market the issue as soon as possible. It is the first public offering of U.A. securities in the 30-year history of the company.

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DL. 81, NO. 57

NEW YORK, U.S.A., MONDAY, MARCH 25, 1957

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EDITORIAL Time to Ditch the Sunday Closing Law

By Sherwin Kane

IN this season of meetings of state legislatures, with well organized regional exhibitor groups in close contact with day to day proceedings, it occurs to many that there is a good opportunity to be of vital assistance to the hard-pressed, small town and theatre operator by initiating vigorous campaigns to repeal Sunday laws if any remain on a state-wide basis, and in villages and municipalities otherwise.

It is conceivable that Sunday operations could mean the difference between remaining in business or closing insofar as hundreds of small theatres are concerned.

Many a theatre under present statutes would be prevented from showing "The Ten Commandments," "Man Called Peter," "Heaven Knows, Mr. Allison," and many other equally commendable and inspirational films for the entire family on Sundays.

Yet in the same cities and villages it is perfectly all right for the citizens to spend the Sabbath, young as well as old, watching tales of crime and violence on TV screens in the home.

These, of course, are extreme examples. It is equally possible that an exceptionally suitable television program may be available on Sundays to neighborhood and rural audiences in the outlands and, should they be permitted to open, the fare offered at the local theatre could as well be almost wholly unsuitable for the family on any day of the week.

The point is that television audiences are free to exercise their right of personal choice, while potential motion picture theatre audiences in the same communities are not. Would those who stand in the way of their repeal be so consistent as to extend their application to Sunday television and radio programs?

CBS Income At 21% Jump

The volume and profitability of CBS operations in 1956 exceeded all previous records, according to the annual report of the Columbia Broadcasting System, being distributed.

Net revenues and sales totaled \$354,800,000, up 12.1 per cent over 1955, the previous high in the company's history. Consolidated net income was \$16,300,000 compared to the 1955 previous high of \$13,400,000, an increase of 21.5 per cent. The 1956 earnings were equal to \$2.17 per share outstanding, compared to \$1.83 per share in 1955. Cash dividends of 90 cents per share

(Continued on page 4)

Six Technical Awards Voted by the Academy

From THE DAILY Bureau

HOLLYWOOD, March 24. — The board of governors of the Academy of Motion Picture Arts and Sciences, acting on recommendations by the Scientific and Technical Awards Committee, have voted six scientific or technical awards, in Class Three, with presentations to be made Wednesday evening at the Pantages Theatre, at the 29th annual awards ceremonies. Awards will go to the following:

Richard H. Ranger, of Rangertone,
(Continued on page 5)

British Films Average 29% of Screen Time in U. K. Theatres

By WILLIAM PAY

LONDON, March 20 (By Air Mail)—British films on the average took up 29.3 per cent of the screen time of all first-features shown in British cinemas during 1955-56, while British-made supporting programmes took up on average 29.5 per cent of the total screen-running time for such programmes.

These figures are given by the board of trade in its analysis of film quota returns for 1955-56. The Cinematograph Films Acts require that cinemas must show prescribed proportions of British films, and in the year

UA Gross from TV Sales Reported \$2,500,000

United Artists' gross revenue from the sale of its first package of motion pictures, 39 in all, in over 90 television markets throughout the U.S., has amounted to some \$2,500,000, according to a company official.

The UA executive said that UA is currently readying another package of 52 films for TV sale, all produced in the 1951 through 1956 period, he said.

Steve Trilling Elected Warner Vice-President

Steve Trilling, associate executive producer of Warner Bros., was elected a vice-president of the company at a meeting of the board of directors, it was announced at the weekend by Jack L. Warner, president.

Trilling joined Warners in 1928 when the company acquired the Stanley Theatres and was appointed manager of the Warner artists bureau in
(Continued on page 5)



Steve Trilling

Letter Reveals:

Republic Will Distribute 7 AB-PT Films

General Release to Follow Play-Off in Circuit Houses

Special to THE DAILY

MINNEAPOLIS, March 24—Republic Pictures and AB-PT Pictures, Inc., a wholly-owned subsidiary of American Broadcasting-Paramount Theatres, have concluded an agreement whereby Republic will distribute seven AB-PT features following their run-off in the circuit's houses, it was reported here.

Disclosure of the agreement was
(Continued on page 5)

56 on Industry Group For Catholic Charities

A motion picture industry committee of 56 to serve as part of the Cardinal's Committee of the Laity in the 1957 Catholic Charities Drive of the Archdiocese of New York which seeks \$3,500,000 in gifts through 50
(Continued on page 5)

Ad Rejections by MPA Only 1.6% in 1956

The Advertising Code Administration of the Motion Picture Association rejected or returned for revision only 1.62 per cent of the material which it processed in 1956, according to the unit's annual report, which was re-
(Continued on page 4)

Television Today

Page
4

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PERSONAL MENTION

ROY DISNEY, president of Walt Disney Productions, is scheduled to arrive here today from London, en route back to Hollywood.

JACK L. WARNER, president of Warner Brothers, left New York for the Coast over the weekend. **BENJAMIN KALMENSON**, executive vice-president, will leave here tomorrow for Hollywood.

EUGENE PICKER, vice-president of Loew's Theatres, will return to New York today from Nassau via B.O.A.C.

M. J. FRANKOVITCH, vice-president of Columbia International and managing director for the United Kingdom and Ireland, will arrive in New York today from London.

NATE J. BLUMBERG, chairman of the board of Universal Pictures, has arrived here from the Coast.

J. CUEVAS, manager of Westrex Company, Brazil, has arrived in New York from Rio de Janeiro.

GIL GOLDEN, national advertising director for Warner Brothers, returned to New York over the weekend from Cincinnati and Louisville.

GIULIETTA MASINA, **FEDERICO FELINI** and **DINO DE LAURENTIIS**, star, writer-director and co-producer, respectively, of "La Strada," have arrived in New York from Italy en route to Hollywood.

Huston Withdraws from Selznick's 'Farewell'

MISURINA, ITALY, March 24 — **David O. Selznick** today confirmed the substitution of another director for John Huston on the Selznick Company's production of "A Farewell To Arms." Selznick said that a fuller statement would be issued after discussion with attorneys, and that he is presently engaged in negotiations with other directors.

He also said that production of the spectacle scenes in the Dolomites will proceed precisely as scheduled, with shooting scheduled to begin yesterday under the direction of Andrew Marton, second unit director of the film.

Combine Conn. Drive-ins To Make Twin Operation

Special to THE DAILY

BRIDGEPORT, Conn., March 24 — **Lockwood & Gordon Enterprises** and **E. M. Loew Theatres** have combined two drive-ins here into one operation to create a twin drive-in theatre. **L & G's Pix** and **Loew's Candlelight**, are situated side-by-side and were separated only by a wooden fence, which has now been removed.

The conversion deal was worked out by the presidents of the two circuits, **Arthur H. Lockwood** and **E. M. Loew**. The theatre is operating on a first-run policy and the same program will be shown on both screens. Combined capacity of the two operations is now 1,338 cars.

Williams, Kerasotes To Address Ark. ITO

Special to THE DAILY

HOT SPRINGS, Ark., March 24 — **Twentieth Century-Fox** sales executive **Bill Williams** of Dallas and **George Kerasotes**, chairman of the executive committee of Theatre Owners of America, will be among the principal speakers at the 38th annual convention of Independent Theatre Owners of Arkansas, which will take place here March 31 through April 2.

Also scheduled to speak at the three day convention is **George Roscoe**, TOA field representative, who is currently traveling throughout the Midwest aiding exhibition groups with legislative and film problems.

Minnesota Unit Passes Daylight Saving Bill

Special to THE DAILY

MINNEAPOLIS, March 24. — The Minnesota general legislature committee has approved by a voice vote a daylight saving bill sponsored by Rep. **Sheldon Beanblossom** and **George Murk**, business agent of the Minneapolis musicians union.

Sole opposition to the measure which would permit Minnesota municipalities to adopt fast time on a local option basis was provided by a small group of motion picture theatremen. They were **Stanley Kane**, executive counsel of North Central Allied; **William Sears**, general manager of Minnesota Entertainment Enterprises; **O. E. Maxwell**, Northwest Sound Service, and **Al Bloom**, editor of Greater Amusements. The farmer population, traditionally the foe of daylight time, was not represented in opposition.

A similar measure has still to be called up for action in the state Senate.

Youngstein Honorary Asthma Drive Head

Max E. Youngstein, vice-president of United Artists, has been named honorary chairman of the 1957 "Attack on Asthma" campaign. The drive is in behalf of the **Children's Asthma Research Institute and Hospital** at Denver.



Max Youngstein

The campaign is seeking to raise \$1,500,000 to support research in the cause and treatment of asthma, the nation's third major chronic disease. The Research Institute and Hospital will be affiliated with the free, non-sectarian **Jewish National Home for Asthmatic Children** at Denver, the pioneer in the treatment and rehabilitation of children afflicted with intractable asthma.

The "Attack On Asthma" drive will be climaxed in New York City on May 11 with a parade of stars benefit at Carnegie Hall.

British Group Rejects Film Loans Proposal

From THE DAILY Bureau

LONDON, March 20 (By Air Mail) — A proposal to empower the National Film Finance Corp. to make loans for financing film exhibition has been rejected by the House of Commons standing committee on the Cinematograph Films Bill.

Sir David Eccles, president of the board of trade, replying to Labour Party members' allegation about monopolies, said that there were 4,300 cinemas in this country capable of seating four million people. Two out of five of those were grouped in 18 circuits, containing anything between 21 and 500 cinemas each. Of the 4,300 cinemas, Gaumont and Odeon had 500 and ABC 360.

If some monopoly practices should become evident, he explained, the board of trade had the power to direct the showing of a first feature film if it was brought to the board's notice that some film was being shut out. The board, too, could refuse an exhibitor's license.

Defeat Daylight Saving

DENVER, March 24 — A daylight saving bill, opposed by grass roots exhibitors throughout the state, was defeated by a two-to-one margin in Colorado's house of representatives after it had been passed by the Senate without organized opposition.

.. of Drive-ins

Detroit Season Begins

Warmer weather is ushering in the drive-in season in Detroit. A sizeable cooperative ad in the dailies announced "Spring Is Here" with "Hollywood or Bust" signed by the **Bea Air**, **Dearborn**, **East Side**, **Fort George**, **Jolly Roger**, **Town Oak** and **West Side** drive-ins. In part of the space was the added information that the **Grand River**, **Gratiot** and **Michigan** drive-ins welcomed the season with "Rock Pretty Baby." Out of town early openers are the **Skyway** at **Alpena**; **Mt. Clemens**, **Mt. Clemens**; **Dort**, **Flint**; and the **Jackson** in **Jackson**. The **Alpena**, **Alpena**, opens early in April.

Odeon Takes Over Units

The **Odeon Theatres (Canada) Limited** have announced that two drive-in theatres have been taken over effective with the 1957 season. They are the **Paramount Autovue** drive-in, **Burnaby, B. C.**, and **Kingston**, drive-in, **Ontario**. It was also announced that the **Regional Theatre Circuit** will continue to manage the **Moonlight Drive-Ins** at **Sudbury**, **Copper Cliff**, **Pembroke**, **Cornwall** and **St. Thomas**.

Buys Indiana Drive-In

Jack Fine, until recently manager of the **Union Square Theatre**, **Cleveland** has purchased from **Ben Michener** the five-year-old **De Luxe** drive-in, at **La Porte, Ind.**

To Review Foreign Sale Of British-Made Films

From THE DAILY Bureau

LONDON, March 20 (By Air Mail) — The board of trade is to review the foreign sales of British films. This undertaking was given by president of the board of trade, **Sir David Eccles**, in the House of Commons during a debate on the Cinematograph Films Bill.

He said: "The question was whether the government was doing enough to help the sale of British pictures overseas. The government was for free trade in films, and, whatever qualms the producers might have, I am certain it was the right thing for them."

Sir David then undertook to have a review made of the foreign sales of films, but it would not be published. Indeed, he added, they would have to do that when they came to the European negotiations. They would have to take careful stock of what could be done to get the maximum advantage. They would do what they could to help an expansion in this export.

PEOPLE

Robert L. Stern, Robert M. McCann and Cyril Davis—all field employees of 20th Century-Fox—have been promoted by Alex Harrison, general sales manager, to new posts in the organization. Stern, salesman in Toronto, has been named manager of the Calgary branch. McCann, head booker at Calgary, has been named salesman there, while Davis, second booker, has been given the McCann position.

Chester Stoddard, district manager of New England Theatres, was married in Compton, R. I., last week to Mrs. Lewis Maker.

Taylor Mills, public relations director of Motion Picture Association of America, as chairman of the National Conference of Christians and Jews Media Awards Committee, on Friday presented a series of Brotherhood Awards on the Wendy Barrie show over WABD, New York.

Ralph B. Austrian has been named sales manager of Ling Electronics, Los Angeles. Austrian formerly occupied executive posts with RCA, KO Radio, Westinghouse and Sylvania, Cone & Belding.

Freda Frewer, for the past 10 years secretary to Robert S. Benin, chairman of United Artists, plans to spend six months in England and on the Continent. She will leave Friday aboard the "Queen Mary."

Dividends Show Rise

WASHINGTON, March 24—Publicly reported cash dividends paid by industry companies in January this year rose slightly above the amount reported paid in January 1956, the department of Commerce reported. Industry companies paid out \$1,690,000 in dividends this January, compared with \$1,451,000 paid last January.

See Vote Monday on Tax Relief for Small Business

From THE DAILY Bureau
WASHINGTON, March 24 — The Senate Finance Committee expects to vote tomorrow on a tax bill amendment to give relief to small businesses. All indications are that the amendment, being proposed to a bill to extend the present 52 per cent corporate tax rate another year or more, will be defeated. In that event, sponsors said, the amendment will be offered later in the week when the bill comes up on the Senate floor.

Eisenhower and Macmillan Send Greetings to V.C. Meet

Special to THE DAILY

NEW ORLEANS, March 24 — Messages of greeting to barkers attending the 21st annual Variety Clubs International Convention here April 3-6 have been sent by the president of the United States and the prime minister of Great Britain. The convention is expected to attract over 1,000 delegates and their wives from throughout the country, Canada, Mexico, England and Ireland.

In his telegram to International Chief Barker John H. Rowley, President Eisenhower said, "The work and spirit of your organization are important at all times, and especially today. May your charitable endeavors continue, and lead to greater understanding among all peoples. Best

wishes for a successful convention!"

Harold Macmillan, Great Britain's prime minister, wrote, "Variety's work for charity on both sides of the Atlantic has been remarkable. In particular, your work for the underprivileged child is a notable contribution to the making of a better world. I should like to take this opportunity of welcoming Variety to London, where you will be holding your International Convention in 1958."

Irwin F. Poche, general chairman for the forthcoming four-day program, said plans are rapidly being culminated and that all indications point to the most successful convention in Variety's history.

Variety Theatre Co. Formed by Pa. Combine

PHILADELPHIA, March 24.—The Variety Theatre Co., with offices in the Philadelphia Savings Fund Building, for the operation of motion picture theatres, was formed here by a combine including three film exchange distribution executives. Included in the new exhibition company are Norman Silverman, local Republic branch manager; Harry E. Weiner, Columbia district manager, and Lester H. Wurtele, Columbia branch manager.

Others in the combine include George Silverman, brother of the Republic branch manager and new to the industry, and Robert S. Marcus, a certified public accountant. The combine also formed the Holiday Theatre and Tioga Theatre companies for the operation of those local neighborhood houses.

Philadelphia Law Firm Forms 3 Theatre Corps.

PHILADELPHIA, March 24. — Three new business corporations, for the operation of both indoor and drive-in theatres, were organized here by the law firm of Wolf, Block, Schorr & Solis-Cohen, headed by Morris Wolf, industry lawyer. The three business corporations, for upstate operations, are the Harrisburg Theatre Co., West Chester Theatre Co. and the Bristol Drive-In Theatre Co., in those respective cities.

Alexander, Dozier Aid, Now RKO Casting Head

HOLLYWOOD, March 24 — Stephen Alexander, formerly assistant to William Dozier, vice-president of RKO Radio in charge of production, has been named casting director. He succeeds Douglas Whitney, whose resignation will become effective on March 30. Alexander will work under the supervision of Albert Taylor, executive in charge of commitments.

MPEA Boards Holds Meeting on Japan

A special meeting of the board of directors of the Motion Picture Export Association was held here late last week to take up the details of the new Japanese film agreement.

According to an MPEA official, the directors did not reach any decision on the pact which will be similar to the old agreement. The board took up a number of other details on remittances and licenses affecting the American companies.

Ask Broader Md. Censor Control of 'Obscenity'

BALTIMORE, March 24. — Ex-Chairman Sydney R. Traub of the Maryland State Board of Motion Picture Censors has appealed to the Maryland general assembly, now in session, to ask for restoration of broader censorship controls over "obscenity" in movies. He declared that the present board could easily become a mere "rubber stamp agency" under a recent ruling by the Court of Appeals.

Earlier this month the Court of Appeals ruled that the State Board of Censors overstepped its bounds when it cut scenes showing nude Brazilian Indians from parts of the documentary film "Naked Amazon."

"If the (censorship) statute is left in the condition that it is now in, the people of Maryland, young and old alike, will be able to see the most salacious pictures that have ever reached the Maryland screen," states former chairman Traub.

Book 'Naked Eye'

"The Naked Eye," which has been nominated for an Academy Award, has been booked for its pre-release world premiere at the Fifth Avenue Cinema here, it was announced by Film Representations, Inc., which is releasing the feature.

... NEWS ROUNDUP

Big Promotion for 'Fire'

Columbia Pictures will spend more than half a million dollars for promotion of the Warwick production "Fire Down Below," according to Paul N. Lazarus, Jr., vice-president in charge of advertising and publicity. The picture will have its world premiere in mid-June in New York with the festivities including an all-day-and-night Mardi Gras celebration at the Palisades Amusement Park the weekend preceding the opening. The Mardi Gras will later be repeated in other key cities.

Westrex Group in Canada

Westrex Corporation's subsidiary company managers from Algeria, Australia, Brazil, Colombia, Cuba, Panama, Philippines and Venezuela made a trip to Canada over the weekend as part of the conference program they are currently holding in New York. In Canada they inspected the facilities of Northern Electric Co.'s plant in Belleville and studied the recording techniques and inspected the motion picture studio equipment and operations at the Canadian National Film Board in Montreal.

Lowe's Slates Rhythm Battle

Loew's Theatres has announced it is staging a "musical rhythm battle" in two of its local theatres on Easter week when a rock 'n' roll stage show will be presented at the State in competition with a Caribbean calypso festival on the stage of the Metropolitan in Brooklyn. The screen attraction at the State will be "Fury at Showdown" and at the Metropolitan, "War Drums."

New Orleans Paper Backs Academy Award Sweepstakes

Special to THE DAILY

NEW ORLEANS, March 24 — The "New Orleans Item," Louisiana's largest evening newspaper and one noted throughout the years for a strong policy of cooperation with the motion picture industry, has joined the city's first-run theatres in promoting the Academy Award Sweepstakes. Two full pages are tied-in with a merchants' contest headed "annual item Academy Award Sweepstakes. Two full pages are tied in raffles of the leading Oscar nominees and 11 head-size photographs of past Oscar winners.

There was also a classification of the awards and the nominees in each category scattered among the ads in the Sunday edition of March 17, along with a ballot.

Television Today

IN OUR VIEW

LAST Saturday evening the television industry, some of it with bated breath, held its annual Emmy award ceremonies for 1956, the ninth annual presentation of the winners judged most carefully, it is hoped, by their peers. And once more the Academy of Television Arts and Sciences telecast (via NBC-TV) the awards procedure, simultaneously from New York and Hollywood.

Millions of people watched the telecast, without question, and although it is next to impossible, in this view, to present an affair of this sort without the whole operation slipping into boredom from the standpoint of the viewer from time to time, in general this time out the telecast was the best so far. The boredom reference is no criticism of those who kept the thing going—rather it is a tribute to the production operation under the hand of William Kayden as executive producer, and the others responsible.

An interesting sidelight on the affair was the observation made by Ed Sullivan, the hard-working praise-worthy chairman of the New York chapter of the Academy, quoting David Sarnoff, RCA board chairman. The communications head-man said, according to Mr. Sullivan: "Trans-Atlantic television, live in black and white and color, will be a reality within five years." That has to be read a couple of times, and digested well, before the full impact of the statement penetrates. This is not the chance and idle remark of a person dealing in dreamy generalities. This is the undoubtedly well-considered opinion of the one man in the country perhaps best equipped to make such a statement with authority.

This is but another indication of the giant strides made by this developing medium, which each year makes greater progress in the laboratory, the program department and in public service. And the Academy is another example of the development of the industry, along sound and profitable lines, on both sides of the country, the two chapters working in harmony at all times. Operation of the Emmy Awards balloting, and the subsequent presentation of "Emmies" to the winners is but one small phase of the work of the Academy. Its field is literally unlimited. Its values are numberless. In the interest of the whole of the television industry its ceiling is and should remain unlimited.

—Charles S. Aaronson

Must Preserve Network Structure, Says Sarnoff

Special to THE DAILY

LOS ANGELES, March 24 — The broadcasting networks have created electronic freeways—freeways which opened America to instan-



Robert Sarnoff

taneous national communications and which are worth fighting to preserve against those who attack the network structure, Robert W. Sarnoff, president of the National Broadcasting Company, said here in a statement at the weekend.

Addressing a luncheon of the Los Angeles Rotary Club, Sarnoff described the networks as "the foundation and creative spark of American broadcasting." He warned that if attacks on the network structure were in any degree successful, then to that same degree "a great deal of unique public value will disappear from national television."

Program Service Stressed

In outlining what networks are, the NBC president gave a capsule description of them as "the only organizations in broadcasting which offer a comprehensive program service to stations and the public, day in and day out, regardless of whether or not the programs are sponsored."

He separated the network service into four broad categories: first, primarily entertainment programs forming the bulk of the schedule, not just isolated shows but a program structure; second, the news, special event and public information service; third, "public service" programs such as "Romeo and Juliet" and the NBC Opera Theatre, either sponsored or unsponsored; and, fourth, the category of direct assistance to government and worthy public causes through the donation by the three networks of millions of dollars of air time annually.

Cites Public Acceptance

Sarnoff pointed out that network entertainment shows this season, despite some criticism of them as dull, were achieving greater public acceptance than ever.

Queried regarding the NBC attitude toward the Telemeter pay-television system, Sarnoff in reply said, following his address to the Rotary Club, "I am unfamiliar with exactly what the Telemeter system is, and how it will be operated, and am unprepared to make comment on such a complicated matter at this time."

Who's Where

Anthony Liotti has been named radio-TV research supervisor for NBC Spot Sales, it is announced by Dan Lissance, manager of sales development and research for NBC Spot Sales. Liotti succeeds John Scanlan, who was named project supervisor in corporate planning for NBC research and planning.

Howard F. Magwood, veteran TV film producer-director, has been appointed vice-president in charge of television production by Sound Masters, Inc. of New York.

Fred V. Davis has been appointed manager of the Detroit office of TNT Tele-Sessions, Inc., an affiliate of Theatre Network Television, Inc.

Du Mont Acquires N.Y. Radio Station WNEW

Radio station WNEW here has been sold to the Du Mont Broadcasting Corporation for approximately \$7,500,000, it has been announced. The sale price, which includes cash and Du Mont stock to be transferred to owners of WNEW, is believed to be the largest paid for a radio station.

Announcement of the deal was made by Bernard Goodwin, president of Du Mont; Richard D. Buckley, president and general manager of WNEW, and J. D. Wrather, Jr., chairman of WNEW Broadcasting, Inc. Mr. Buckley will continue as president of Du Mont's WNEW division and also will become a director and vice-president of Du Mont. Transfer of WNEW to Du Mont is subject to approval by the Federal Communications Commission.

W. Va. Station to CBS

CBS Television has announced that WHTN-TV, Huntington, W. Va., has joined the network as a secondary interconnected affiliate. Concurrently, two new stations, KWBG-TV, Goodland, Kan., and KTVC, Ensign, Kan., have joined the network as non-interconnected stations. In addition, KBAS-TV, Ephrata, Wash., has just gone on the air as a satellite of KIMA-TV, Yakima, Wash.

Allen Appointed

Edward W. Allen, Jr., has been appointed public relations manager at Allen B. Du Mont Laboratories, Inc., it was announced by David T. Schultz, president. He succeeds Benjamin C. Bowker and has been associated with Du Mont since 1948. He has been manager of publicity and publications since 1953.

CBS Income

(Continued from page 1)

were paid during the year. In addition a stock dividend of two per cent was paid at the year end.

Network advertising revenues of CBS Television increased 18.3 per cent over the previous year, it was reported. Sales volume of Columbia Records was 50 per cent higher, including a 120 per cent increase in "LP" record sales. CBS Radio continued to be profitable, and to lead all competitors in volume of sales.

Ad Rejections

(Continued from page 1)

leased at the weekend. This compares with 2.55 per cent the previous year. The vast majority of the material returned for revision was corrected satisfactorily and approved, the report said.

With the exception of 1937 the advertising group in 1956 processed more material than in any other period in its 23-year history, it has reported. The total number of all items submitted was 172,789, as compared with 159,930 in 1955.

140,500 Items Screened

Advertising stills made up the largest volume item of all advertising and publicity material submitted for review under the Code. In 1956 over 140,500 items were screened, compared with 122,481 in the preceding year. Most of the stills are reviewed in the MPAA Hollywood office in order to provide the immediate servicing frequently required by the studios.

The bulk of the finished advertising material, including posters, lobby display cards, trade, magazine and newspaper advertisements, trailers, press books and miscellaneous accessories is handled in the MPAA New York office by the Advertising Code Administration.

See SCC Still Holding Staff Toll TV Report

WASHINGTON, March 24 — The Senate Commerce Committee will probably not make public for another month or more its controversial staff report on subscription television.

Members said the primary purpose of the report, which urged the Federal Communications Commission to approve a large-scale test of toll TV, was to prod the FCC into action. The FCC is now moving toward a decision on toll TV, committee members said, and release of the report now would serve no purpose. Therefore release will probably be held up until the FCC acts, they said.

The FCC is scheduled to meet sometime this week, possibly tomorrow, for further discussion of the toll TV problem. This would be the fourth FCC meeting in recent weeks on this subject, but commissioners say several more meetings will probably be needed.

REVIEWS:

Affair in Reno

Republic—Naturama

HARTFORD, March 24

The tried-and-true ingredients of the romantic heiress irresponsibly toying with human affections amid plush surroundings have been given a reasonably satisfying treatment in this Sidney Picker production directed by R. G. Springsteen. The principals are John Lund, Doris Singleton and John Archer.

In Reno for her second divorce, heiress Angela Greene finds herself in love with fortune-hunting gambler Archer. Her father, Thurston Hall, hears of the situation back East and dispatches public relations man Lund to the Nevada resort to buy off Archer. A few of Archer's thugs proceed to rough Lund up, and Hall sends a bodyguard, sight unseen, to look after Lund. From here, through a rather circuitous path, Miss Greene is finally shown the true error of her ways and goes East alone. Lund and Miss Singleton decide to wed.

Running time, 75 minutes. General classification. Release, in January.

A. M. W.

The Naked Eye

Camera Eye Pictures—
Film Representations, Inc.

This possibly is not the definitive ode to photography, but currently it will have to do. It is strong in some parts but weak in the overall effect. Photographer Louis Clyde Stoumens, also a reporter, dramatist and television play writer, has put together elements such as the following: a brief, and now familiar history of photography (Niepce, Daguerre, Matthew Brady, George Eastman, Thomas Edison, and others of a notable and noble company historic and functional); brief and original expositions of the works of photo-journalists Margaret Bourke-White, and Alfred Eisenstadt (of "Life" fame), and of "Weegee," (New York chronicler of murder, mishap and misery); and, lastly but importantly, a study, perceptive and poetic and uniquely moving, of Edward Weston, the man and his work.

This portion probably won the picture its Edinburgh and Venice film festival honors and the Robert J. Flaherty Award, which in promotion to the intellectuals will have impact. It tells of his epochs, fuzzy portraiture, documentary Mexican, and, finally, the flowering and fruitful observance and masterly recording of form, natural and man-made. In this portion, and only for beauty or comparison, are nudes. To use these for display will be tempting, but misleading, and unfortunate.

This is a picture for the observant and the aesthetic, and also for the 40,000,000 or so who, they say, dabble in photography. It has commercially an obvious art house career, and also as the exhibitor who sees it will have to decide, a basic mass

Name Catholic Charities Aides

(Continued from page 1)

different committees of business men, was announced at the weekend by John J. O'Connor, vice-president of Universal Pictures, who is chairman of the Motion Picture Committee.

George J. Schaefer is treasurer of the 1957 drive and L. Douglas Netter, Jr., is vice-chairman of the committee.

The Motion Picture Committee includes the following: Charles A. and John W. Alicoate, Film Daily; Joseph F. Arnold, Pathe Laboratories; Sal Asaro, American Broadcasting-Paramount Theatres, Inc.; William E. Barry, Jamestown Amusement Co.; Frank E. Cahill, Jr., Warner Bros.; Francis X. Carroll, 20th Century-Fox; Thomas J. Connors, Tom Connors Associates; Frank Bryan, Skouras Theatres Corp.; Robert W. Coyne, COMPO; Thomas Crehan, RKO Theatres; John Dervin, Allied Artists; Jack de Waal, RKO Radio Pictures, Inc.

Also Arthur Dunne, Paramount Film Dist. Co.; Albert A. Duryea, Consolidated Film Ind.; Si Fabian, Fabian Theatres Corp.; James M. Franey, United World Films; William J. German, W. J. German, Inc.; Joseph M. Geoghan, Century Theatres; William J. Heineman, United Artists; Walter F. J. Higgins, Associated Prudential Theatres; Alexander E. Horwath, Stanley Warner; William W. Howard, RKO Theatres; John Hughes, United

audience appeal. It also has probably a long non-theatrical career.

Running time, 71 minutes. General classification. Release June 1.

FLOYD STONE

The Counterfeit Plan

Amalgamated-Warner Bros.

This melodrama, which was made in England and is being distributed in this country by Warner Bros., stars the American actor Zachary Scott. He plays a convicted murderer who escapes from France, where he is wanted, and blackmails an old associate, a forger, Mervyn Johns, into helping him engineer a mammoth counterfeit operation from a lonely country house.

The hodgepodge of plot cliches, hoked-up action and assorted minor crises witnesses much "shoot-em-up" turmoil, police chases, the attempted seduction of Johns' pretty daughter, Peggie Castle, by Scott, her rescue by her boy friend, Robert Arden, and a fiery finish for the villains in a jeep that plunges over a cliff.

Scott does the best he can, considering the tepid qualities of the script and his unsuitability to British atmosphere and the direction of Montgomery Tully. Alec Snowden produced conscientiously. James Eastwood's screenplay is a melange of talkiness and super-charged action sequences, but there are more than a few moments of excitement. Running time, 80 minutes. General classification. Release, in March.

Artists; John Kane, Screen Gems.

Also Sherwin Kane, MOTION PICTURE DAILY; Fred L. Lynch, Radio City Music Hall; Thomas J. Martin, Warner Bros.; Paul C. Mooney, Sr., National Screen Service; Peter J. Mooney, Audio Productions, Inc.; James Mulvey, Samuel Goldwyn Productions; John F. Murphy, Loew's Theatres; Joseph A. McConville, Columbia Pictures; Joseph E. McMahon, Republic Pictures; Paul D. O'Brien, O'Brien, Driscoll & Raftery; Robert H. O'Brien, AB-PT.

Also William J. O'Connell, Paramount Pictures; Thomas F. O'Connor, RKO Theatres; Thomas F. O'Neil, RKO Radio Pictures; Charles L. O'Reilly, A.B.C. Vending; Daniel T. O'Shea, RKO Radio Pictures; Edward K. O'Shea, Magna Theatre Corp.; Martin Quigley, Quigley Publishing Co.; Edward C. Raftery, O'Brien, Driscoll & Raftery; Charles M. Reagan, MGM; Herman Robbins, National Screen Service; Thomas E. Rodgers, Trans Lux Theatres.

Also George J. Schaefer, Jr., Spyros P. Skouras, 20th Century-Fox; Spyros S. Skouras, Skouras Theatres; Edward E. Sullivan, 20th Century-Fox; Nick Tronolone, Frank C. Walker, Comerford Theatres; Richard F. Walsh, I.A.T.S.E.; Floyd L. Weber, Columbia Pictures; and Marty Wolf, Altec Service Corp.

Republic

(Continued from page 1)

made by Richard W. Altschuler, vice-president and director of world-wide sales for Republic Pictures, in a letter to branch managers, according to Joe Loeffler, Minneapolis branch manager.

Loeffler said that the first of the AB-PT product which will be released is "Beginning of the End," set for release starting June 21.

Loeffler also said the communication from Altschuler revealed that Republic is set to start the production of 20 films during the coming months.

Sidney M. Markley, vice-president of AB-PT in charge of production when questioned at the weekend about the agreement with Republic for the distribution of AB-PT Pictures product, would only say that the companies have been carrying on negotiations for some time.

Altschuler could not be reached here at the weekend for confirmation either. He is currently traveling in Europe and Republic home office executives would not comment.

Trilling Elected

(Continued from page 1)

the home office of the organization.

In 1942 he was promoted to executive assistant to Jack Warner, with headquarters at the Burbank studio. He was named to his present post of associate executive producer in 1951.

Newspaper Best Medium
For Film Ads: Brown

From THE DAILY Bureau

HOLLYWOOD, March 24 — Stan Brown, director of advertising and research for the National Theatres circuit, who will retire April 1st after 47 years in show business, said today, summing up his research:

"Newspapers are the best medium of advertising for movies. In survey after survey, we find people prefer their daily newspaper when trying to make up their minds on what movie to see.

"A bright future lies ahead in this business, both for those who work in it and for the public."

Six Technical

(Continued from page 1)

Inc., for developing a synchronous recording and reproducing system for quarter-inch magnetic tape.

Ted Hirsch, Carl Hague and Edward Reichard, Consolidated Film Industries, for an automatic scene counter for laboratory projection rooms.

To the Technical Department, Paramount Pictures Corp., for the engineering and development of the lightweight horizontal-movement VistaVision camera.

Roy C. Stewart and Sons, to Dr. C. R. Daily, and to the Transparency Department, Paramount, for the engineering and development of rear-projection screens.

To the Construction Department at M-G-M for a new hand-portable fog machine.

Daniel J. Bloomberg, John Pond, William Wade and the engineering and camera departments of Republic studio, for the Naturama adaptations of the Mitchell camera.

No Class One or Class Two awards will be given this year.

British Films

(Continued from page 1)

quotas for 4,135 cinemas were 25.2 per cent for first features and 23.8 per cent for supporting programmes. Of the 4,135 cinemas, over 85 per cent achieved or exceeded their quotas.

Average quotas achieved for the year as a whole by the major circuits, which are not eligible for quota relief, were 35 per cent for Odeon and Gaumont-British, and 33 per cent for Associated British Cinemas, in respect of first features. The figures for supporting programmes were 31 per cent and 30 per cent respectively.

Mrs. Fisher Dies

Mrs. Florence Fisher, mother of Albert Fisher of the United Artists exploitation department, died Thursday in South Nassau Hospital, Ocean-side, L. I. She was 67. Funeral services will be held at 9:30 A.M. today in Holy Redeemer Church, Freeport.

UA MAKES THE BIGGEST PRODUCTION NEWS

NUMBER

9

IN A SERIES OF IMPORTANT ANNOUNCEMENTS

*with
the
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**KIRK
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All
the News
That
Is News

QP

MOTION PICTURE DAILY

Concise
and
to the
Point

QP

VOL. 81 NO. 58

NEW YORK, U.S.A., TUESDAY, MARCH 26, 1957

TEN CENTS

in March, 1958

C.C. Moskowitz Will Retire From Loew's

To Relinquish Post as
Vice-President, Treas.

Charles C. Moskowitz, vice-president and treasurer of Loew's Inc., has advised Joseph R. Vogel, president, of his intention to retire at the termination of his present contract in March, 1958, Vogel announced yesterday.

In a communication to Vogel, Moskowitz said, "I feel the time has come to relinquish my heavy duties and responsibilities. Where does one find words to sum up more than 20 years of daily association with the company?"

"I know that you will want to give thought to some new man for the post and undoubtedly to have me (Continued on page 4)



Charles Moskowitz

COMPO Distributing Lottery Statement

COMPO is distributing a statement entitled "Elements of a Lottery," issued by the Postoffice Department, which should be of interest to everybody in the industry who may wish to sponsor contests or drawings involving an award of prizes, Charles McCarthy, COMPO information director, said yesterday.

The Postoffice statement is being produced in its entirety except for (Continued on page 2)

Television Today

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6

O.C. Theatres Back Wire-TV

Special to THE DAILY

OKLAHOMA CITY, March 25 — Local exhibitors representing nearly 50 theatres—virtually all in the metropolitan area—have responded favorably to the invitation to join Video Independent Theatres, Inc., as partners in bringing telemovies to this (Continued on page 4)

Reject Plans to Cut Small Business Taxes

From THE DAILY Bureau

WASHINGTON, March 25 — The Senate Finance Committee rejected a series of proposals to cut taxes on small business.

The committee approved a bill to extend the 52 per cent corporate tax rate, otherwise scheduled to drop to 47 per cent on April 1, until June 30, 1958. The rejected small business tax (Continued on page 7)

Lavenstein Services To Take Place Today

Funeral services will be held at noon today at Universal Chapel for Meyer H. Lavenstein, 57, general counsel for Republic Pictures, who died on Sunday. Lavenstein had been associated with Republic and its predecessor companies for 33 years.

Surviving are his widow, Claudia, and two sons, Richard and James.

Find 35% of Filmgoers Influenced by Trailers

The fact that trailers are playing an important role in attracting the attention of the public to motion pictures is attested to by a Sindlinger & Co. survey for the week of March 2, which showed that 35.2 per cent of film goers were influenced, by the trailer they saw, to attend the picture thus advertised, according to Herman Robbins, chairman of the board of National Screen Service.

Robbins stated that Sindlinger's report for the week of March 2 "presents information of such convincing importance on the extraordinary pulling-power of trailers that we are building a trade-publication advertisement around it."

The Sindlinger survey showed that

Humphrey Issues Progress Report

Find Industry Gains In Solving Problems

Calls Renewed Arbitration Efforts 'Most Encouraging' of Developments

By J. A. OTTEN

WASHINGTON, March 25—Senator Humphrey (D., Minn.) said "real progress has been made in the past few months" in solving motion picture industry problems. He called on all branches of the industry to continue to work toward the establishment of an arbitration system.

MPAA Group to Talk On N. Y. Film Month

The advertising and publicity directors committee of the Motion Picture Association of America will meet here on Friday at the Harvard Club to discuss participation in the New York Summer Festival and a motion picture month, according to an MPAA official.

The MPAA group, chairmaned by Roger H. Lewis, United Artists' national director of advertising, publicity and exploitation, will also discuss the industry business building program and the Academy Awards Sweepstakes, which concludes in mid-week.

Harry Brandt, president of the Independent Theatre Owners Association (Continued on page 4)

Humphrey, who served last year as chairman of a Senate Small Business subcommittee investigating industry trade practices, made his comments in a "progress report" to the Senate. He said he had received many queries from other Senators on recent developments in the industry, and was making a report to answer these inquiries.

Among encouraging developments listed by Humphrey as having taken place in recent months were an upswing in theatre attendance, the Small Business Administration decision (Continued on page 7)

FCC To Resume Talks On Toll TV Today

From THE DAILY Bureau

WASHINGTON, March 25 — The Federal Communications Commission has scheduled a meeting for tomorrow to resume discussion of subscription television. Originally, the meeting was set for today, but was postponed.

Mrs. Nearing Loses on '21' But Wins Warner Pearls

Mrs. Vivienne Wax Nearing, of the Warner Brothers home office legal staff, frequent winner on NBC's "21" quiz show, was eliminated last night by Hank Bloomgarden. The lady barrister, however, was recipient of a rope of pearls, sent by Jack L. Warner, WB president, and presented to her on the program by Jack Barry, co-owner of the show.

PERSONAL MENTION

ROY E. MARTIN, Jr., vice-president of Martin Theatres of Georgia, is in New York from Columbus. He will return there at the weekend.

BERNARD MENSCHALL, president of Bercal Theatres, Inc., Hartford, has announced the appointment of **JOHN BROWN** as manager of the Parsons Theatre there and **RAYMOND BOUSQUET** to a similar post at the Manchester Drive-in, Bolton Notch, Conn.

CHARLES MASON, formerly of the United Artists sales staff in Pittsburgh, has joined the booking staff of the Stanley Warner Corp. Northeastern zone office and has been assigned to Boston.

DAVID MILLER, formerly with Perakos Theatres Associates, has been named manager of the Lockwood & Gordon Plaza Theatre, Windsor, Conn.

STUART MILLER, producer, returned to Hollywood over the weekend from New York.

SAM ROSEN, of Rosen's Film Delivery, New Haven, has returned to Connecticut from Florida.

DAVID SUSSKIND, producer, will leave here tomorrow for Boston.

ROSE MARIE De FRANCO, daughter of **FRANK De FRANCO**, head shipper for Universal-International in Cleveland, will be married there on June 8 to **MATT WEY**.

LONNIE DONEGAN, British actor, will arrive here tomorrow from London via B.O.A.C.

RAY MILLAND will leave here today for London via B.O.A.C.

SIDNEY LUMET, director, has returned to the Coast from New York.

MILTON SPERLING, producer, has arrived in New York from the Coast.

WILLIAM DeMELLO, of the Westrex Corp., has left New York for Argentina.

Sweepstakes Prove Big Attendance Booster In Eastern Canada; See Future Benefits

Special to THE DAILY

OTTAWA, March 25—The Academy Awards Sweepstakes are providing a great boost for theatre attendance in Canada's capital, Ottawa, as well as in other theatres in Eastern Canada.

Exhibitors emphasize that the immediate benefits will be surpassed by the long-run ones because the contest has revived interest in motion pictures.

One executive stated he watched the ballot boxes of three theatres on two occasions for a 30-minute period, 8 to 8:30 P.M., and found that approximately 75 per cent of the customers deposited entries.

Say Col. Men Drop Circuit Negotiations

Reports that Harry Weiner, Columbia division manager, and Lester Wurtele, the company's Philadelphia branch manager, had purchased an interest in the Lewen Pizer theatre circuit or had joined a combine for the operation of theatres were said yesterday to have been "premature" in an announcement released by the interested parties.

While confirming that discussions of such a purchase had taken place, it was said the negotiations were dropped when it was learned, upon checking the Columbia home office, that such a step would be contrary to company policy.

Japanese Matters Sole MPEA Topic Today

The Japanese remittance problem and the proposed new license agreement with that country will be taken up at today's meeting of the board of directors of the Motion Picture Export Association.

The directors, who will concern themselves with Japan only today, will hear a report on the Japanese proceedings which has been sent in by MPEA vice-president Irving A. Mass, currently in Japan.

To Repair Warner

WILMINGTON, Del., March 25—A permit to repair fire damage to the Warner, first-run Stanley Warner house, has been issued by the city building inspector. Cost of the reconstruction is set at \$50,000, including new seats, rugs, and other interior work. Damage by fire was estimated at \$100,000.

Raibourn Talks Today

Paul Raibourn, vice-president of Paramount Pictures, will address a luncheon meeting of the Security Analysts here today at Schwartz's Restaurant. The title of Raibourn's address will be "Is the Motion Picture Industry a Growth Business?"

Cathay to Open Two Studios in Singapore

SINGAPORE, March 25—The Cathay Organization, which controls over 50 first-run theatres in Singapore, Malaya, Sarawak, Borneo and Brunei, will open two modern production studios here in the first week of May.

In the last 25 months, the organization has built and acquired a total of 15 theatres. Next month they are opening another new theatre in Sandakan, in British North Borneo. Building plans for this year only call for the expenditure of \$10,000,000 on new cinemas alone.

ASCAP to Hold Annual Meet, Dinner Thursday

The annual membership meeting and dinner of the American Society of Composers, Authors and Publishers will be held here at the Waldorf-Astoria Thursday, ASCAP president Paul Cunningham announced yesterday.

Featured in the entertainment after the dinner in the Grand Ballroom will be Paul Whiteman and his orchestra, Mischa Elman, Dorothy Collins, Page and Bray; Walter Dale Wahl, and the Singing Sergeants.

Tushinsky-Japan Deal

HOLLYWOOD, March 25—Joseph Tushinsky, president of Superscope, Inc., has announced that contracts are concluded with the Toli Motion Picture Company of Japan for utilization of the Tushinsky anamorphic techniques on a minimum of 25 feature films for the balance of 1957. The deal was consummated in Tokyo with Hirosha Okawa, president of Toli, by Shozo Nagase, head of Nagase and Company, newly-appointed exclusive Far East representatives of Superscope.

Finkelstein to Speak

Herman Finkelstein, ASCAP general attorney, will deliver a lecture on performing rights at the Yale Law School April 12.

Compo Mailing

(Continued from page 1)

sub-headings supplied by COMPO make for easier reading.

"Courts have defined a lottery," the Postoffice statement says, "as a scheme wherein something of value is exacted from participants for the chance of winning a prize, and thus you have the three necessary elements, consideration, chance and prize. The difficulty ensues when endeavoring to determine whether any particular plan involves the giving up of a consideration, or whether the awarding of a prize is governed by chance. Ordinarily, there is no trouble in determining the presence or absence of prize."

The statement then cites various court decisions dealing with the lottery question and discusses prize drawings, use of "reasonable facsimiles" and other elements involved in prize contests.

New Technicolor Plant For Amateur Color Film

HOLLYWOOD, March 25—Final plans and arrangements are being completed by Technicolor for the construction of a new plant to process types of amateur color film, it has been announced by Dr. Herbert Kalmus, president and general manager of Technicolor Inc.

Construction of the new Technicolor plant is expected to begin in the near future on property presently owned by the company in Los Angeles. Representing an investment of over \$2,000,000, the new laboratory will employ approximately 40 people.

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COLUMBIA PICTURES CORPORATION
711 FIFTH AVENUE
NEW YORK 22, N. Y.

OFFICE OF THE
VICE PRESIDENT AND
GENERAL SALES MANAGER

Dear Friend:

I have just come from the first screening of a new picture, "Abandon Ship!", starring Tyrone Power, Lloyd Nolan and Mai Zetterling (the lovely star who scored such a success with Danny Kaye) and I'm wasting no time in getting this message to you.

I want you to do yourself a favor and personally see "Abandon Ship!" at the first opportunity. I believe you will be moved as I was by this story of four women and twenty men who survive the sinking of an "unsinkable" luxury liner, only to find themselves in a lifeboat which can save only twelve.

Coming at a time when the entire industry is alert for boxoffice properties of unusual interest, stories with unique entertainment value, here is a timely picture with vast exploitation possibilities. It is a drama of decision under tremendous pressure which reminded me many times of the powerful story, suspense and action appeal of "The Caine Mutiny."

I know that there are millions of moviegoers waiting for such unusual and spectacular entertainment as "Abandon Ship!" I urge you to see it for yourself and let me know if you don't agree.

Sincerely,

A. Montague
A. Montague

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MAI ZETTERLING · LLOYD NOLAN

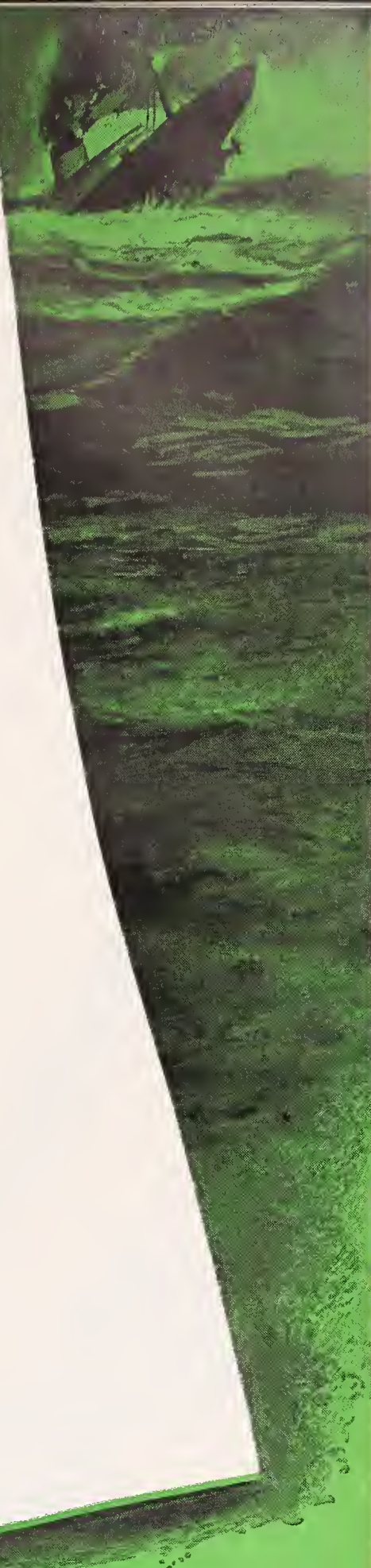
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Directed by RICHARD SALE • Produced by JOHN R. SLOAN
Executive Producer TED RICHMOND • A COPA PRODUCTION



Oil Drilling Deals Broke 'Non-Agression Pacts'

From THE DAILY Bureau

HOLLYWOOD, March 25 — Last week's circulation of news about the Union Oil Company's arranging with Columbia, Paramount and RKO to drill for oil under the three shoulder-to-shoulder studios broke one of the longest-kept non-aggression pacts in Los Angeles history. Ever since orange groves thrived along Santa Monica, Gower, Van Ness and Melrose Avenues, these three neighbors and one other have agreed that no one of them would exploit the oil below unilaterally.

The fourth party is Hollywood Memorial Cemetery, last resting place of Rudolph Valentino and scores more of the illustrious dead whose long sleep will not be broken—pray Union Oil—by the round-the-clock grind of the drill.

Academy to Present Foreign Film Officials

HOLLYWOOD, March 25 — The Academy of Motion Picture Arts and Sciences will present visiting Danish, French, German, Italian and Japanese representatives of five foreign-language films nominated for an Academy Award at a press conference at the Academy Theatre Wednesday morning. The visitors were flown to Hollywood for presentation ceremonies Wednesday evening.

Funeral Services Held For Abraham Leff, 64

Funeral services were held here yesterday at Riverside Memorial Chapel for Abraham Leff, 64, president of the Five Boro Theatre Circuit, Inc., New York City circuit. He died Saturday in Miami, Fla. of a heart ailment.

For forty years Leff was owner of the Star Theatre in the Bronx. Surviving are his wife, two daughters and a son.

Report 'Allison' Strong

"Heaven Knows, Mr. Allison" continues to surpass "Anastasia" and "The King and I" in its first engagements, according to figures compiled by 20th Century-Fox. The Roxy Theatre here garnered \$70,000 for the first three days of the second week following a \$110,000 opening stanza. Comparable business is reported from Boston, Chicago, Detroit, Omaha, Pittsburgh, Buffalo and Atlanta.

Malibu Prods. Formed

HOLLYWOOD, March 25—James H. Nicholson and Samuel Arkoff, president and vice-president, respectively, of American International Pictures, have announced the formation of Malibu Productions, independent producing company, to make four exploitation pictures for 1957.

REVIEW:

The River's Edge

Bogeous—20th-Fox—CinemaScope

EQUIPPED WITH a trio of marquee personalities equal to carrying just about any type of picture in general demand—Ray Milland, Anthony Quinn, Debra Paget—this Benedict Bogeous production for 20th-Fox comes to market with the additional assets of CinemaScope and DeLuxe color in its commercial favor. It is directed by the experienced Allan Dwan from a screenplay by Harold Jacob Smith and James Leicester, based on a story by the former, and it is melodrama, neither pure nor simple. It has some surprises in it, and some disappointments, but figures to bear out the promise of its billing in most areas.

The story winds up at a river's edge, but is a long time getting there. It begins in a desert community north of the Mexican border, with Milland, a genteel crook with a liking for murder, calling at the ranch house of Quinn, a basically honest cow man who is honeymooning with a girl who has married him to escape return to a jail from which she has been paroled. Milland wants to obtain Quinn's services as guide to take him into Mexico without border inspection, and to persuade the girl (Miss Paget) to rejoin him in a criminal career they have shared with varying success in the past. Quinn declines to take the job, but allows Milland to take his wife to the nearest town, and then, on making sure that Milland is her former accomplice, follows them.

Meanwhile Milland and the wife have started back to the ranch, and when they are stopped by a police officer Milland murders him to prevent discovery of \$1,000,000 in currency in the car trunk. In a little while, by a mixture of motivations too complex to synopsise, the three are off on foot to Mexico, each man hating the other, with subsequent events providing a series of suspenseful sequences that terminate in death for Milland and apparent acceptance by Quinn and Miss Fabray of a future set to begin after some jail sentences are served.

There is considerable candor in the presentation of the relationships and the dialogue and action throughout.

Running time, 87 minutes. Adult classification. Release, in March.

WILLIAM R. WEAVER

Oklahoma City MPAA Group

(Continued from page 1)

city of 300,000 people, the company has announced.

Video has been granted a permit by the city council to install coaxial cable and other facilities for telemovie operations here. Henry S. Griffing, Video president, advised the city council his company is offering the exhibitors a financial interest in proportion to their present business.

Griffing said Video will reserve 25 per cent of the financial investment for its TM subsidiary, The Vumore Co., and will manage the operation. The other 75 per cent of the telemovie organization will be available to exhibitor-partners. Video will receive 5 per cent of the gross revenue as a buying-booking-administration fee.

Plan Seen as 'First'

Oklahoma City is believed to be the first city of its size to grant a telemovie permit, and the joint financing plan will be another "first" on such a scale.

Until the Oklahoma City permit was granted, TM franchises in Oklahoma had been limited to much smaller localities. Video's pilot telemovie operation, at Bartlesville, Okla., a city of 28,000, will get under way within a few months.

(Continued from page 1)

tion of New York, some time ago filed a request with the advertising-publicity group seeking company participation in the staging of a New York Film Month. He suggested that the month of August be so designated and that the companies arrange to stage as many motion picture premieres as possible during that period to attract tourists and the public to theatres and New York, which at that time, would be holding its summer festival.

The advertising-publicity group discussed this request at an earlier meeting and referred it over for discussion at a later date.

J. L. Saxe Dies; Was a Founder of Detroit Tent

DETROIT, March 25 — Funeral services were held here Saturday for J. L. Saxe, 67, one of the original founders of Variety Club Tent Number Five, who died after a short illness.

Before coming to Detroit he was in distribution in Minneapolis. In the industry for 37 years, he had retired several years ago. He had been Monogram franchise holder for the state of Michigan. Saxe is survived by his wife, two brothers and three sisters.

Blizzard Hits Theatres In Denver Territory

Special to THE DAILY

DENVER, March 25—Seven theatres closed and some drive-ins failed to open Sunday night, some from lack of film not delivered because of the blizzard in this area or because of the severity of the weather. One drive-in reopening was delayed a few days. Storm was worst the territory has suffered in many years.

C.C. Moskowitz

(Continued from page 1)

familiarize him with his tasks. Of course I would do anything you wish to make the transition successful.

"Loew's, like many motion picture companies, has recently had its difficulties, but that does not dim the fact that from the tiny company I joined as a bookkeeper in 1913, it has grown to be one of the great corporations with vast holdings all over the world. It has been an influence for better motion pictures as well as for the American message which no other company has equalled."

Pays High Tribute to Vogel

Moskowitz has served under various regimes from that of Marcus Loew to the recently elected Vogel. Commenting on this current regime, he said, "I am happy that the reins of the company are in your sure hands. From my heart I share the industry's appreciation of the high qualities of Joe Vogel as an executive and as a human being."

Vogel, in accepting the retirement wrote Moskowitz, "Everyone has a high regard for your executive ability and your storehouse of knowledge which has been given devotedly. The years run by and while we still think of ourselves as youngsters and only notice the gray hairs on the other fellow, the word 'retirement' hits us between the eyes. But it is part of wisdom, I suppose, not to let even good habits, like work, enslave us and we should take some leisure while we still are vigorous enough to enjoy it. Fortunately you are that vigorous and your decision is wise. We all wish you a long life with good health and happiness." Vogel said yesterday that no successor to Moskowitz has been appointed.

Find 35 Per Cent

(Continued from page 1)

the attraction which they went to see.

Robbins, referring to a copy of the Sindlinger survey, pointed out that thus, for every \$1,000 the average exhibitor grossed from adults during a 19-week period, \$352 came from persons who were directly influenced by the coming attraction trailer.

Robbins said that this "is most impressive. Particularly since the average daily cost of a trailer is less than the price of an admission ticket."

NEWS FLASH!

Volume III

ISSUE 56 & 57

SINDLINGER
&
COMPANY
Analysts

Movie Market Trends

FOR WEEKS ENDING FEBRUARY 23 & MARCH 2, 1957

SINDLINGER & COMPANY, INC. • Analysts • RIDLEY PARK, PENNSYLVANIA, LEhigh 2-4100

"During the past 19 weeks, 35.2% of the week's adult paid attendance came from persons who said they were influenced to attend during this week because they liked the trailer they had previously seen on the attraction they went to see.

Thus, for every \$1000 the average theatre grossed from adults during the past 19 weeks, \$352 came from persons who were directly influenced by the coming attraction trailer.

This is the highest rate of 'trailer influence' yet measured by Sindlinger & Company. The above information came from the tabulation of more than 120,000 interviews which were made during the past 19 weeks."



NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

Televisión Today

PASSING IN REVIEW....

NEARING THE END of its road for this season and with its future plans still in doubt, ABC-TV's Omnibus Sunday night put its best foot forward and presented what was probably one of its three or four best shows of this or any past season. Lizzie Borden was the subject and Omnibus examined her spectacular, one-day career on several levels. The result was a practically perfect realization of the Omnibus concept of thoughtful, provocative television.

Ballet Is Added

The show, put together and narrated in part by attorney Joseph Welsh and choreographer Agnes DeMille, was roughly divided into three parts: a dramatization of the events leading up to the murder; the trial, including testimony which was not allowed into court; and Miss DeMille's interpretation of the story in the form of her famous ballet, *The Fall River Legend*. Joseph Hurley's script was excellent in that, while sticking to the story as it emerged in later testimony, it managed to reveal a time, place and culture which in retrospect have given the story truly tragic proportion. Katharine Bard, Robert Preston and Richard Kiley were fine in the central roles. The ballet, while somewhat literal and perhaps even redundant on its own terms, provided a soaring epilogue to the preceding documentary.

Marks Frank Capra's Second

Producer-director Frank Capra's second program in his television science series, *Hemo The Magnificent*, CBS-TV Wednesday night, proved to be surprisingly controversial, at least as far as the lay critics are concerned. The pros found the show nothing short of magnificent—visual education at its best, while the cons thought it all a little silly, that is the form, not necessarily the content. What it seems to come down to is that it is possible to over-play the use of animated diagrams. Up to a certain point they do get the message across dramatically and painlessly, but there's always the danger that we're going to bring up a generation of children which, doesn't believe in Santa Claus but is firmly convinced that their bodies are inhabited by busy little gnomes who pump blood, clean out the head, cause tummy aches, etc. It could be a step backwards.

The pitfalls in the practice of doing biographies of living people have nowhere been better illustrated than on Playhouse 90's paean to Perle Mesta last Thursday night. "The Hostess

Form New Network Of Western Stations

Frank Oxarart, president of Continental Telecasting Corporation, owner of KRKD-AM and FM, Los Angeles, and KITO, San Bernardino, Calif., has announced the formation of the Intercontinental Broadcasting System, a new network of Western radio-TV stations, with outlets in San Francisco, Los Angeles, Las Vegas, Oklahoma City, Honolulu, and San Bernardino, with other stations to be announced. Oxarart will act as president of the new company, with John D. Feldmann executive vice-president; Richard Schofield vice-president; Edward Jansen treasurer; and Ira Laufer secretary.

Prepare Two Studies For NBC 'Project 20'

Two new studies of twentieth century life are being prepared by the National Broadcasting Company for fall television programs in the filmed series, "Project 20." The programs, to be produced by Henry Salomon, were written by him in association with Richard Hanser.

Material from Here and Abroad

They will be entitled "The Innocent Years," dealing with the 1900-1914 period, and "Back in the Thirties." Each program will have a musical score by Robert Russell Bennett and narration by Alexander Scourby. The shows will be edited from film collected in this country and abroad.

with *The Mostes* was a fascinating adventure in dramaturgy, an attempt to take a life that has been almost totally a matter of success and good luck and make it dramatic. It would have been completely ridiculous—as when Perle slipped away from her Russian guide and went snopping around Kiev by herself—except that both the subject herself, and Shirley Booth who played the role, are extremely appealing personalities.

Kamikaze Show Impressive

There were two other good moments in an otherwise routine week. The first was CBS-TV's Air Power chapter on the kamikazes Sunday afternoon. Although it mistakenly gave the impression that the Japanese suicide squadrons were not introduced until the Okinawa campaign, and barely suggested, except in factual terms, the damage they did to U. S. morale, the show included much new Japanese footage that is well worth seeing. CBS-TV's Mr. Adams and Eve Friday night was for the first 15 minutes very high television comedy in the take-off on Person-to-Person. This series, at least in its tradey moments, stands with the best in TV comedy.—V. C.

Favor Ohio Law on Juvenile Vandalism

COLUMBUS, O., March 25—The Ohio Senate Code Revision committee has recommended for passage a bill providing for parental responsibility for damage caused by juveniles. It provides that the parent of any juvenile on probation must post a \$500 bond to indemnify anyone whose property is damaged by an act of malicious vandalism by his child.

"Since most of this type of vandalism is done by a small group," said Robert Wile, secretary of the Independent Theatre Owners of Ohio, "probation will result from the first act of delinquency and the bond would have to be posted. In effect, this is like allowing a vicious dog to have the first bite. A child may commit one act of vandalism or commit one act of delinquency before his parents become responsible."

Senate Labor Group Ends Wage Hearings

WASHINGTON, March 25 — A Senate labor subcommittee today wound up hearings on proposals for extension of the Federal minimum wage coverage.

Chairman Kennedy (D., Mass.) said he hoped the subcommittee could start voting on the question some time next week. A House labor subcommittee still has many weeks of hearings ahead of it.

Labor Secretary Mitchell, who opened the Senate hearings several weeks ago, was the concluding witness today. He defended the Administration's proposals for a limited wage law extension and attacked AFL-CIO proposals for extension.

Gran Takes Over Six Theatres in Milwaukee

MILWAUKEE, March 25 — Gran Enterprises have taken over six theatres here—four former Fox-Wisconsin operations, the Garfield, Uptown, Modjeska and Princess, and two Warner houses, the Granada and Juneau.

Estelle Steinbach, with Fox-Wisconsin for a long time, will continue to manage the Uptown; Don Patch will manage the Garfield; Paul Sharby, the Princess, and Clem Kramer will manage the Modjeska and supervise the Granada and Juneau.

O. H. Beadle, 67

CLEVELAND, March 25 — Orrin H. "Bill" Beadle, 67, a projectionist since 1918, died here in Deaconess Hospital. Until recently he had charge of the booth at the Mapletown Theatre. His wife, son, brother and two sisters survive.

Louis Morris Dies

Funeral services will be held here today for Louis Morris, father of Seymour L. Morris, executive of Schine Theatres, at the Riverside Memorial Chapel. Morris, who had been retired for 15 years, died here on Sunday.

Patent System to Stop Theft of In-Car Speakers

From THE DAILY Bureau

WASHINGTON, March 25 — specialized alarm patented this week is aimed at discouraging the theft of drive-in theatre speakers. The inventors, Bishop N. Alsbrook, Jr. of Campo, Texas, and Thomas H. Hakey of Bay City, Texas, said, "Because the speakers are in themselves of value for separate use on other electrical apparatus, theatregoers are often tempted to sever the speaker at their station and drive away with it."

Even more often, in the inventor's opinion, the motive is sheer vandalism. When the wires are broken, warning system now may ring a bell and flash a light on a central panel to indicate where the trouble is. At the same time, a light goes on outside doors at the point of theft. The theatre personnel can, in the words of the patent, "quickly accost the guilty party."

REVIEW:

The Undead

American-International

PROVIDENCE, R. I., March 25

There are no marquee names here, but resourceful merchandising can provoke word-of-mouth for a horror melodrama with many deft touches. By way of plot development: Van Dufour, termed a time experimentalist, wants to prove that life follows an unbroken chain. He takes Pamela Duncan back into time a thousand years ago.

It seems that Miss Duncan, in all her beauty, has been condemned to die in a medieval prison. Richard Garland, her romance of the era, wants to save her by selling his soul. Dufour projects himself back 1,000 years and tells Miss Duncan the truth. After some nail-biting situations, Dufour finds he can't return to modern living. Running time, 75 minutes. General classification. Release, not set.

A. M. W.

Mrs. St. Elmo Newton

MEMPHIS, March 25 — Mrs. St. Elmo Newton, Sr., member of the Memphis Board of Censors, died today at the age of 80.

Mrs. T. Walker Lewis, active in the Presbyterian Church and Red Cross work, was named a member of the censor board last week by Mayor Orgill.

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National Pre-Selling

THE Spirit of St. Louis" was selected by Marshall Scott of Cosmopolitan" as the "outstanding picture of the month" for April.

"Two castaways act out a tender story in 'Heaven Knows, Mr. Allison,'" reports "Life" in the March 5 issue. "With sure-handed direction by John Huston, who did the film for Twentieth Century-Fox, and first-rate performances by Deborah Kerr and Robert Mitchum, 'Heaven Knows' avoids all the pitfalls the theme presents and emerges as a sensitive and attractive movie."

There is a striking color page and in "Designing Woman" in the March 10 issue of "The Saturday Evening Post."

"Battle Hymn," reports Florence Bowers in the March issue of "Redbook," "is the film story of Dean Jagger, a young minister who flew more than 300 combat missions in World War II and in Korea. At a time when everyone's thoughts are on the distressed people of the world, it's reassuring to know that there are Americans who accomplish wonders in aiding the unfortunate."

"The Day That Christ Died," by Tim Bishop appearing in the March issue of "McCall's" will be made into a motion picture by Darryl Zanuck for Twentieth Century-Fox.

"The Naked Eye," narrated by Raymond Massey, gets substantial assistance in the April issue of "Popular Photography." Eight stills from this film Representatives release are used along with a 2,000 word article written by Louis Clyde Stoumen.

An eye-arresting photo of Sophia Loren taken on location during the filming of "Boy on a Dolphin" appears in the March 24 issue of "Parade." It leads off an interesting historical sketch of the Italian star who will be seen soon in this new Twentieth Century-Fox film.

"Fire Down Below" receives prominent mention in a biographical sketch of Jack Lemmon appearing in the March issue of "Coronet." The article points out the fact that this new Columbia film was made in Trinidad, starring Jack Lemmon, Rita Hayworth and Robert Mitchum.

"In 'The Rainmaker,' Katharine Hepburn and Burt Lancaster are heartwarming excellent," reports Ruth Harbert in the March issue of "Good Housekeeping." "They have a good supporting cast, which makes his story as worthwhile a movie as was a Broadway play."

WALTER HAAS

Humphrey Sees Progress Toward Arbitration

(Continued from page 1)

sion last fall to make theatre loans, increased production of feature films, and "most encouraging" of all, the development of a more cooperative spirit on the part of industry leaders, leading to a reopening of arbitration negotiations.

Humphrey started his Senate report by pointing out that the industry had been hard hit during the past 10 years by the growth of television, and that small-town and neighborhood independent theatre owners had been hit the hardest. He recalled that the Small Business Committee's report, following its investigation and hearings last year, called on distributors and exhibitors to work out an arbitration system, excluding film rentals; rejected exhibitor proposals for federal regulation of film rentals; urged SBA to make theatres eligible for loans; and called on the large film companies to do more to assist small theatre owners.

Sees Independents Aided

"It is now approximately eight months since our committee report was issued," Humphrey declared, "and I am pleased to state that there have been marked improvements in the industry to the benefit of independent exhibitors, although much still remains to be done."

A most important development

Humphrey said, has been the upturn in theatre attendance since last summer. He suggested that the public is becoming more selective in its TV watching and more willing to consider leaving home again to go to theatres.

SBA has made theatres eligible for loans, the Senate was told. However, Humphrey added that the number of loans approved so far is small, and that complaints have been made that SBA loan standards are so stringent that many theatre owners aren't even bothering to apply for loans.

Taking note of former complaints of insufficient film production, Humphrey said reports are that some 40 more pictures will be produced this year than last, and that "this should prove of help to small exhibitors in particular."

'Less Name-Calling'

"Perhaps the most encouraging development is the evidence of a more cooperative and positive spirit within the industry," the Minnesota Democrat said. "There appears to be less name-calling and more constructive thought and study being given to working out solutions to the problems facing the industry." He noted that Ernest Stellings, president of the Theatre Owners of America had recently said that major distributors intend easing up rental charges for small exhibitors, and had expressed

optimism that distributors would sincerely try to be more considerate.

Both TOA and Allied States Association, Humphrey continued, have indicated a willingness to enter into an arbitration agreement along the lines recommended by the Senate Committee. He said both TOA and Allied are to be commended for showing this spirit of compromise.

Praises Spirit of Cooperation

"I feel," Humphrey said, "that the actions I have enumerated here today show that real progress has been made in the past few months, and that there exists today a greater spirit of cooperation and a more positive approach toward solving the problems facing small exhibitors. . . ."

"It is my sincere hope that before long I shall be able to report much greater progress within the industry, and, in particular, the establishment of a meaningful arbitration system designed to settle disputes arising between exhibitors and distributors. I call upon the industry members to work wholeheartedly toward this goal. I respectfully urge the industry and its exhibitors and distributors to solve their problems in a spirit of cooperation. If they will follow the Committee's recommendations, I am convinced that many of the problems which have been evident within the past 10 years will be well on the road to solution."

Reject Plans

(Continued from page 1)

relief proposals were offered as amendments to this bill.

The proposals, which would have cut the tax rate on the first \$25,000 of corporate earnings and made other changes, will probably be offered again on the Senate floor when the bill comes up there for voting Wednesday. But they'll likely be rejected there, too, as Finance Committee chairman Byrd (D., Va.) is taking the position that all amendments must be kept off the bill to make sure it reaches the White House this weekend.

Will Work on Tax Relief

Byrd said the entire committee felt the need for some relief for small business, but most senators felt the pending bill was not the proper place and that pending proposals were not the best proposals. He said the committee staff had been instructed to work up a small business tax relief program, possibly for committee consideration later this year.

Hyman, Levy Delayed

Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, and his assistant Bernard Levy, were marooned in New Mexico over the weekend by a blizzard while enroute to New York from the West Coast. They are expected to arrive in New York tomorrow.

THE BIG ONES...

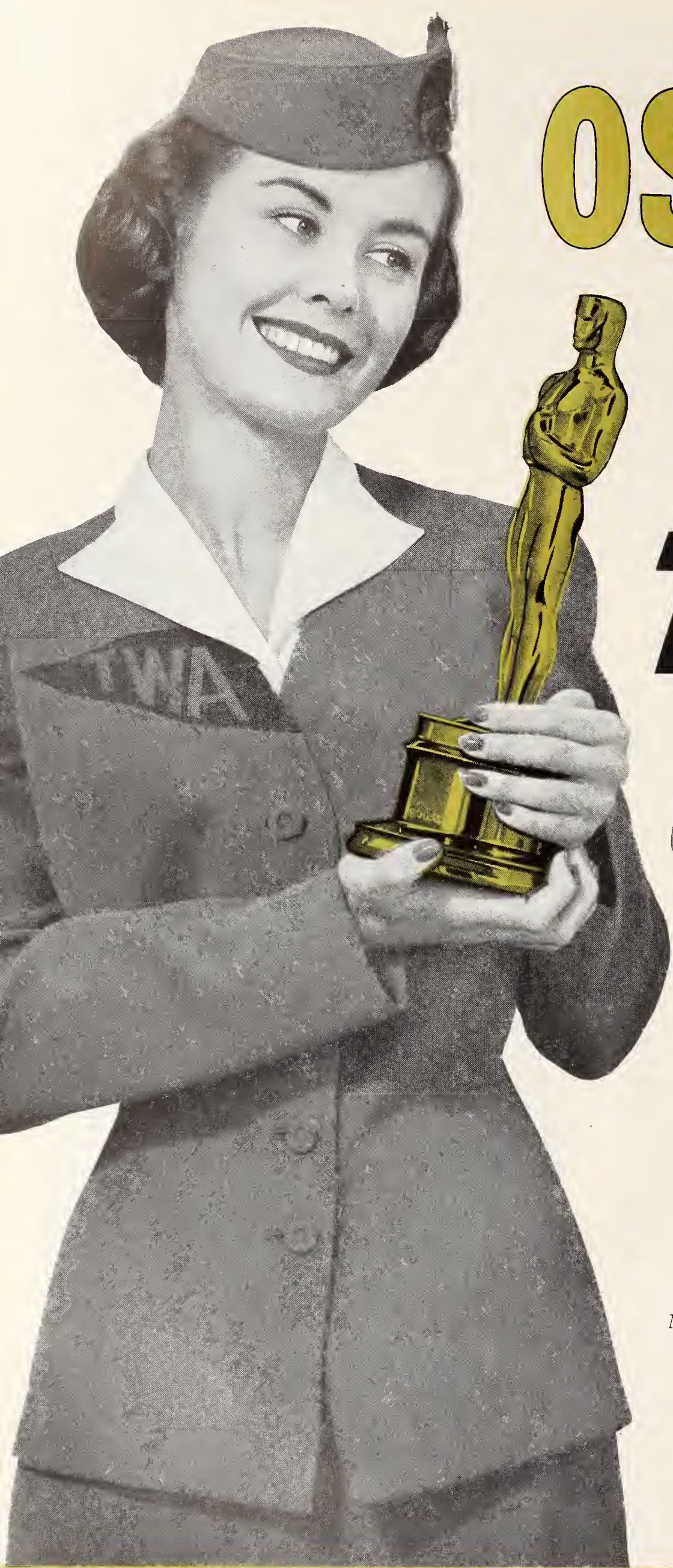
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OL. 81, NO. 59

NEW YORK, U.S.A., WEDNESDAY, MARCH 27, 1957

TEN CENTS

'Not Liquidating' Film Industry Still Growing Says Raibourn

Presents Optimistic View
to N.Y. Security Analysts

By LESTER DINOFF

An optimistic outlook for the future of the motion picture industry as presented here yesterday by Paul Raibourn, Paramount vice-president, who told the New York Society of Security Analysts that the motion picture industry is a growth business and not a liquidating business.

Raibourn, recounting the history of the industry up to the reorganization (Continued on page 2)



Paul Raibourn

No Talk on Doubling Regal Pictures' Budget

From THE DAILY Bureau

HOLLYWOOD, March 27 — Edwin Baumgarten and Robert L. Lipert of Regal Pictures will meet with 20th Century-Fox president Spyros P. Skouras shortly in New York to negotiate a new deal under which (Continued on page 3)

Televisión Today

Page 6

Mexico Films In U.S. to Col.

Columbia Pictures has established a division to handle the distribution of new Mexican films to more than 500 U.S. theatres catering to Spanish-speaking audiences, it was announced yesterday by A. Montague, general sales manager. It is the first time for a major distributor to enter the domestic foreign-language film field on a large scale, according to the company.

Operating as an arm of the domestic sales department, the new division will release a minimum of 20 new Mexican films a year. The division will be headed by Donald McConville, who will continue to head (Continued on page 2)

Pasternak and Sam Katz In Deal with Columbia

From THE DAILY Bureau

HOLLYWOOD, March 26—Columbia Pictures today announced that producer Joe Pasternak will join Columbia tomorrow in a partnership with Sam Katz to produce an unlimited number of pictures on a long-term deal, under the banner of Euterpe Productions.

Pasternak and Katz will confer shortly with President Harry Cohn of Columbia to decide on initial product to be handled by the new partnership.

Hyman Sees Continued Success Of AB-PT Product Spacing Plan

Upcoming motion picture product scheduled for release in the months of May and June reflects a "continued improvement in quality" for what in the past has been an "orphan period," Edward L. Hyman, vice-president of American Broadcasting - Paramount Theatres, said yesterday upon his return here from Hollywood.

Hyman made reference to the plan proposed to the industry by him and Leonard H. Goldenson, in January, 1956, calling for an orderly distribution of quality product throughout the year. They had asked that the top product not be "bunched"

Present 29th Annual Oscar Awards Tonight

The Academy of Motion Picture Arts & Sciences will present its 29th annual awards tonight in ceremonies at the RKO Pantages Theatre in Hollywood and the NBC Century Theatre in New York.

Jerry Lewis, who was master of ceremonies for last year's presentations, will again act in that capacity, appearing in Hollywood. Celeste Holm, a 1947 Oscar winner, will greet the 1956 award winners in New York. Ceremonies will be broadcast from 7:30 P.M. to 9:15 P.M., PST, over the NBC television and radio networks from Hollywood, with cut-ins from New York to winners there.

Detailed arrangements for world press and wire coverage have been completed in Hollywood by Harshe-Rotman, handling Academy public relations this year for the first time.

Schines Ordered to Pay Fines Totalling \$73,000

Special to THE DAILY

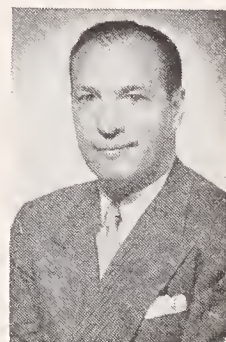
BUFFALO, March 26—A total of \$73,000 in fines was imposed today on the Schine theatre interests for criminal contempt of court by Federal Judge Harold P. Burke. The four individuals and 9 corporations have until April 2 to pay the fines. The (Continued on page 3)

In 1956 AB-PT Income At New High: \$206,916,000

Theatre Business Up for Fourth Quarter of Year

The income of American Broadcasting-Paramount Theatres, Inc. for 1956 set a new high at \$206,916,000, from \$198,350,000 in 1955, Leonard H. Goldenson, president, said yesterday in the annual report to stockholders.

Consolidated net earnings were \$8,477,000 or \$1.96 per share (after \$362,000 of preferred dividends) compared with \$8,373,000 or 1.93 per share (Continued on page 6)



L. H. Goldenson

3 Univ. Executives Get New Contracts

From THE DAILY Bureau

WASHINGTON, March 26 — Universal Pictures has awarded three of its top executives new contracts and modified its employment contract with retiring vice-president Eugene F. Walsh, according to a report filed (Continued on page 3)

Tape to 'Revolutionize' Industry, Says Steele

Ted Steele, a young, personable and amiable man, whose three hours daily, Monday through Friday, and nine-year longevity on daytime telecasting in New York give him a cer- (Continued on page 6)

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PERSONAL MENTION

JOSEPH MOSKOWITZ, 20th Century-Fox vice-president and Eastern studio representative, has returned to New York from Hollywood.

LEONARD GOLDENSON, president of American Broadcasting-Paramount Theatres, will leave here on Tuesday for Bermuda via B.O.A.C.

ROY DISNEY, president of Walt Disney Productions, returned to the Coast yesterday from New York.

MO ROTHMAN, United Artists sales manager on the Continent, left New York yesterday for his Paris headquarters.

C. J. LATTI, managing director of Associated British Picture Corp., Ltd., will return to England today aboard the "Queen Mary."

DAVID MILLER, MGM director, returned to New York yesterday from Europe, en route to Hollywood.

HARRY FOSTER, head of Columbia Pictures Eastern production department, has become a grandfather for the second time, with the birth of a girl to his daughter, Mrs. JACK YOUNG.

FORREST TUCKER will leave here for London today via B.O.A.C.

J. CARROL NAISH and Mrs. NAISH will sail from here for Europe today aboard the "Queen Mary."

STEVE COCHRAN, producer, has returned to New York from London.

Columbia Loans, Notes Total \$16,800,000

WASHINGTON, March 26 — Columbia Pictures currently has outstanding \$16,800,000 in loans and notes, in addition to unconditionally guaranteeing a \$5,000,000 loan made in 1956 by its wholly-owned subsidiary, Screen Gems, according to a Securities and Exchange Commission report.

The SEC report noted that Columbia repaid a \$2,000,000 loan with interest thereon on a loan made last Dec. 31 from the First National Bank of Boston. The company's repayment of the debt reduced its outstanding notes from \$18,800,000 to \$16,800,000 as of Feb. 28, 1957.

Raibourn Sees Steady Growth

(Continued from page 1)

brought about by the consent decree, and the climb in film rentals as better films were put into release, said that the business will continue to improve as long as top quality films are produced and once wire subscription television is proved successful.

"The business could also improve itself immeasurably if everyone would sit down and iron out problems such as clearances and runs and letting films have runs so that the public can see product at its convenience," the Paramount executive said.

Quotes Research Organization

Citing statistics prepared by Sindlinger & Co. to back up his optimistic viewpoint, Raibourn said the "industry is not a growth business just because of the oil found on studio lots." He cited outstanding product of recent years as contributing much to the growth.

The Paramount vice-president said that wire subscription television, once it is proved successful in the forthcoming Bartlesville, Okla., tests, might "improve film grosses much more." Raibourn said that the pay-TV issue is "now very hot in Washington. The networks are conducting an opposition campaign which I believe is based on fear—a fear that all the good shows will move over to subscription television," he said.

A number of Society members questioned Raibourn on the status of the

Paramount film library. The film executive said that at the moment some 700 films of pre-1949 vintage are cleared for television. "I assume that during a five year period for black-and-white television exhibition that we could get up to \$50,000,000 for these pictures, roughly \$70,000 per picture. Every television distribution organization, with the exception of Ziv, has put in a bid for our films. We are giving consideration to every offer and to every manner in which we could secure the highest return for the product."

Seeks \$35,000,000

Raibourn said that the company would like to get a minimum of \$35,000,000 for the library; that the reported "deal" with CBS-TV "is still under discussion," and that the company would like to reach some sort of agreement before the next Paramount stockholder's meeting.

He also told the analysts that of the \$1,200,000,000 box office gross in 1956, the producer-distributors received between \$300 and \$350 million dollars; that the Lawrence Chromatic color television tube is expected to be ready this summer; and that Paramount will break even on "The Ten Commandments" when the film rental gross is between \$20 to \$25 million. He added that Paramount last year made a profit on over half of its releases.

More Arriving Sunday To Publicize 'Reach'

Kenneth More, English actor who stars in "Reach for The Sky," first film to be released by the new Rank Film Distributors of America here, will arrive in New York on Sunday to publicize the picture. His visit will be the first in a program of similar visits here by outstanding English personalities "as a means of popularizing them to the American public," according to Kenneth Hargreaves, president of Rank Distributors.

More was voted the Number One British star in the MOTION PICTURE HERALD-FAME poll this year. During his week's stay in New York, he will attend several press receptions in his honor, fete the British and Canadian press, and visit the United Nations, in addition to numerous newspaper and syndicate interviews and local and national radio-TV appearances.

'U' Signs Curt Siodmak

HOLLYWOOD, March 26 — Universal Pictures has completed negotiations with Curt Siodmak to produce and direct "Amazon," from his own screenplay, on location in Brazil.

Finds Location Crews Help Public Relations

Philip Waxman, independent producer for Columbia Pictures who has just completed his film, "The Young Don't Cry," on location in Savannah, Ga., feels film crews can do the industry a lot of good public relations-wise by adopting a friendly, warm cooperative relationship with the native residents on locations.

Citing his own experience in and around Savannah, Waxman said his crew's behavior had been "exemplary" and that the townspeople had been most impressed with the film people and realized they were not "wild Hollywoodians" but simply decent, hardworking, steady folk like themselves. He said the residents had developed "enormous respect" for industry people after watching them work on location.

Lewis Forms Company

Producer David Lewis has announced the formation of his own independent company to be known as David Lewis Productions. First on his schedule is "Written in the Stars."

Hughes Subject of Series In 'N. Y. Daily News'

Industrialist and motion picture producer Howard R. Hughes, former owner of RKO Radio Pictures, is the subject of a newspaper feature article series being published in the New York "Daily News."

The last article of the series, "The Multi-Million Dollar Mystery," which is written by Phil Santora, will appear in today's edition of the "Daily News."

Mexican Films

(Continued from page 1)

Columbia's 16mm sales division Egon Klein, who was formerly associated with Azteca Films, was appointed sales manager.

Montague said the company will institute a broad public relations program among Spanish speaking audiences and special promotional campaigns will be carried out through Spanish-language newspapers, radio and TV stations and organizations.

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PEOPLE

Shigemasa "Shig" Takarada, new manager of the U. S. branch office of Shochiku Co., Ltd., of Japan has arrived in Los Angeles to take over his new duties as successor to Takashi Koide, who has been promoted to a key position in the home offices in Tokyo.

□

Roger H. Sultan has been appointed Allied Artists International representative in Chile. Sultan was formerly Northern division manager for A. A. in Brazil. That post will be taken over by Silvio Cavalhaes, former assistant to Sultan.

□

Samuel Hadelman has been named manager of the Bowl Drive-in Theatre, West Haven, Conn., by Cinema Circuit Corp.

□

George Nelson, for five years publicity copy chief at United Artists, has joined the Warner Brothers home office publicity department as senior feature writer. Nelson formerly occupied editorial posts with the Office of War Information and Voice of America.

□

David Magliora, formerly manager of the Rialto Theatre, Windsor Locks, Conn., has joined Brandt Drive-in Theatres as manager of the Bridge Drive-in at Groton, Conn.

Mexican Circuits Buy Control of 3 Companies

MEXICO CITY, March 26—Mexico's two largest theatre circuits, Cadena de Oro and Operadora de Teatros, have purchased major control in three industry companies from Gen. Abelardo L. Rodriguez, ex-president of Mexico, and Theodore Gildred, American theatre executive. The companies in which the control was purchased include Teatros Nacionales, a circuit with 17 theatres here and others in the provinces; Impulsora de Cines, a circuit with 72 theatres throughout the country; and Distribuidora Mexicana de Peliculas, a distribution organization.

The transaction is said to have involved around \$6,000,000. Miguel Bujazan still holds 25 per cent of the stock in the three companies now controlled by the circuits.

Morris Goldman, 68

Morris (Moe) Goldman, 68 years old, a veteran New York City exhibitor, died yesterday following a lengthy illness. Funeral services will be held at Riverside Memorial Chapel here at 11:30 A.M. today. Goldman was with Momart Theatres and was a partner with David Sanders in the operation of five Spanish language theatres in the city.

Schines Told to Pay \$73,000

(Continued from page 1)

individuals had been continued in \$25,000 bonds each.

Frank G. Raichle, defense counsel, today said he planned a prompt appeal to the Second Circuit Court of Appeals.

The biggest fines were \$25,000 each imposed on J. Myer Schine of Gloversville and Schine Theatres, Inc., of which he is president. Fines of \$5,000 were levied on Schine's nephew, Donald G. Schine, president of several affiliated and subsidiary corporations that were defendants; John A. May, an officer of Schine

Theatres, Inc., and Howard M. Antevil, attorney for the Schine theatres.

Fines of \$1,000 were given to each of the 8 other defendant corporations; Schine Theatrical Co. Inc., Schine Lexington Corp., Schine Enterprises Corp., Schine Circuit Inc., Chesapeake Theatre Corp., Hildemart Corp., Darnell Theatres, Inc., and Elmart Theatres, Inc.

Raichle said he would base his appeal on the same general arguments he used in asking for a new trial. Judge Burke denied the motion for a new trial March 4.

Regal Budget 'U' Executives

(Continued from page 1)

Regal budgets would be approximately doubled, it was reported here today.

Regal currently has a production agreement with 20th-Fox to produce 26 films under a budget ceiling of \$115,000 per film.

It was said that if the talks with Skouras are successful, the deal for the next Regal package would be financed, like the present pact, by the Bank of America.

Change SBA Stand

WASHINGTON, March 26 — The Administration is now willing to go along with proposals to make the Small Business Administration a permanent Federal agency, SBA administrator Barnes told a House Small Business Subcommittee today. Previously the Administration had been leaning to only a two-year extension of the agency, Barnes had testified.

Holland Festival Set

THE HAGUE, Netherlands, March 23 (By Air Mail)—The second International Film Week will be held here June 17-22, it has been announced. It will be organized in close cooperation with the Holland Festival of Music, Drama, Dance and Fine Arts, which takes place annually. Programs will include a choice of the best recent productions of various countries.

Art Council Bill

WASHINGTON, March 26 — The Administration sent Congress a proposed bill to set up a Federal advisory council on the arts. The purpose would be to encourage artistic efforts and appreciation among the American people.

Otto Barkhaus, 63

HARTFORD, March 26 — Otto (Bud) Barkhaus, 63, on the projection staff of Stanley-Warner Theatres for 30 years, is dead. A bachelor, he had been assigned to the S-W zone projection room.

(Continued from page 1)

with the Securities and Exchange Commission.

The company awarded executive vice-president Alfred E. Daff, effective April 29, 1957, a new five-year contract calling for a remuneration of \$105,000 annually and cancelled his old contract entered into on Oct. 28, 1952, the SEC said.

President Milton R. Rackmil was given a new seven-year agreement, April 30, 1957 through April 29, 1963, calling for \$125,000 annually and also cancelled his old contract. Vice-president Edward Muhl was given a new five-year contract, starting April 30, 1957, at \$2,000 per week, according to the filing.

The SEC report also noted that Walsh, who will leave Universal on March 31, 1957, will receive \$9,360 annually for a five-year period for acting as a consultant on fiscal matters during his retirement. Walsh announced his retirement from the company following the recent Universal stockholders meeting here.

Hubert Glidden Rites

BOSTON, March 26. — Funeral services for Hubert W. Glidden who retired last year as secretary-treasurer of New England Theatres, Inc. will be held Thursday at First Parish Church, Westwood, Mass. At one time he was associated with the Paramount Theatre Corp., of New York. He died at Newton-Wellesley Hospital after an illness of one year.

Show 'Stella' Thursday

Fae R. Miske, president of Joseph Burstyn, Inc., and officials of the Greek Line, will be hosts at a reception and special preview of the Greek film, "Stella" on board the luxury liner T.S.S. Olympia, flagship of the Greek Line, tomorrow.

New Cinerama Title

"Search for Paradise" will be the title of the fourth Cinerama film, currently being completed by producer Lowell Thomas and director Otto Lang. The film was once known as "Search for Shangri-La."

NEWS ROUNDUP

Fox Executives to Star

Robert Rossen, Academy Award winning director who recently completed Darryl F. Zanuck's "Island in the Sun," will direct special promotional sequences here on Thursday for 20th Century-Fox's forthcoming 90-minute CinemaScope product trailer. These sequences will feature appearances by 20th-Fox president Spyros P. Skouras, International president Murray Silverstone, vice-president Charles Einfeld and general sales manager Alex Harrison.

■

'Oklahoman' Premiere Apr. 18

Allied Artists' "The Oklahoman" will have its world premiere in Oklahoma City at the Center Theatre April 18 to tie in with the semi-centennial anniversary celebration of the State of Oklahoma. Joel McCrea, star of the picture, will make a personal appearance tour in conjunction with the premiere at the specific request of Governor Raymond Gary. The premiere will be followed by multi-theatre bookings throughout the area.

■

'St. Joan' in Irish Festival

Otto Preminger's "St. Joan," which United Artists is distributing, will be presented at the World Film Week being held in conjunction with the Festival of Cork in Ireland June 3 through 9.

■

New Production Firm Set

Ivan Tors, producer, and Andrew Marton, director, have formed on the Coast an independent producing company to be called New Ventures Productions, Inc., devoted to the making of "unusual" features. The first of five to be announced is "Amphibian," based on the underwater exploits of Commander Francis Douglas Fane.

■

Thompson Incorporates

Harlan Thompson Productions has been formed here by Harlan Thompson, with headquarters at 745 Fifth Ave. Artists-Producers Associates, at the same address, will be the distributing outlet for the new company. The Thompson organization will produce for both theatrical and television exhibition.

S-W Manager Promoted

The promotion of Anthony Williams from district manager to assistant zone manager of the Newark Zone of Stanley Warner Theatres was announced yesterday by Charles A. Smakwitz, zone manager, at a victory luncheon at the Essex House in Newark.

*This
Could
Be
The
Night*



IT WILL TAKE YOU ONE CIGARETTE TO READ THIS!



The schoolteacher
(Jean Simmons)

"This Could Be The Night" presents that most innocent of heroines, a schoolteacher, in a setting where neither we nor the Board of Education ever expected to find her—backstage at a hot-spot night club run by an ex-bootlegger with indigestion and his young partner who thinks nice girls should be home before dark.

Jean Simmons is the pretty teacher who is kept after school, serving as the secretary-of-all-work at The Tonic, a little club which has a large band, small floor and more smoke than a three-alarm fire. Paul Douglas, as the older owner, is convinced that Jean is the greatest thing since they invented the cover charge. The other partner, played by virile newcomer Anthony Franciosa, is a romantic guy who doesn't know about good girls and doesn't want to learn.



**The night club
partners**
(Paul Douglas,
Anthony Franciosa)

(continued)



The singer
(Julie Wilson)



The dancer
(Neile Adams)



The stage mother
(Joan Blondell)



The chef
(J. Carrol Naish)



The band-leader
(Ray Anthony)

M-G-M put this trio together in a breezy story with mood and music to match. Fun, frolic and a flock of surprises follow as surely as a happy hang-over follows a night on the town. Before **"This Could Be The Night"** is over, you've had a really wonderful date with a Runyonesque assortment of people—the strippers and singers and dancers and mobsters whose day begins when the sun goes down.

This picture is rich in personalities. There is seductive Julie Wilson (the torch-swinging tops of "Pajama Game") and the newcomely Neile Adams (in a sensational strip-tease number called "Hustlin' News Boy") plus such talents as Joan Blondell, J. Carrol Naish, Rafael Campos, ZaSu Pitts and Ray Anthony and his orchestra.

Joe Pasternak produced with a knowing eye on life. Robert Wise directed wisely and well. Isobel Lennart, who wrote the amusing screen play, based it on stories by Cordelia Baird Gross.

"This Could Be The Night" is a good tune to whistle and a good CinemaScope movie to go see. We figure it is for anyone who has ever known a pretty schoolteacher, ever visited a smoky night spot, or ever enjoyed a really relaxed night at the movies. This could be the night for it. You'll have an awfully good time.

THINGS-TO-LOOK-FOR DEPT.: The visit of the tough night club operator to the schoolteacher's classroom. (He finds himself in the middle of a junior "Blackboard Jungle" and quells a pint-sized riot).

NOTE: The above text appears in M-G-M's "Picture-of-the-Month" column in leading national magazines.

Televisión Today

Who's Where TV-on-Tape

Al Hollander has been named program director of WABC-TV, effective April 1, succeeding George Rice, who has resigned to accept a management position with KGO-TV, ABC owned and operated station in San Francisco, it is announced by Robert L. Stone, vice-president in charge of WABC-TV.

□

Rowe S. Giesen has joined the American Broadcasting Company, Hollywood, as ABC-Disney Coordinator, it is announced by Sandy Cummings, manager of TV Network Programs, ABC Western Division. Giesen's appointment is effective immediately.

□

Robert Adams has joined the American Broadcasting Company Television Network as executive producer for the Hollywood Program Department, it is announced by James T. Aubrey, Jr., vice-president in charge of programming and talent for the network. Adams will be responsible for the development of new live and film properties as well as the supervision of those programs already established and will report directly to Aubrey.

FCC Will Talk Toll-TV Until Decision Is Made

From THE DAILY Bureau

WASHINGTON, March 26 — The Federal Communications Commission will continue to meet weekly on toll television until it reaches a decision, members said.

The commission today held its fourth meeting in recent weeks on the subject. Members said no decision was reached, but that indications are that individual commissioners are beginning to crystallize their thinking and that efforts are being made to reconcile opposing views.

The commission will meet again next week on the subject, and will keep on meeting until the matter is decided, it was reported.

TV Film Producers Sign Pact with WGA

From THE DAILY Bureau

HOLLYWOOD, March 26 — Edmund Hartmann, president of Writers Guild of America, West, and Deane Johnson, attorney representing the Alliance of Television Film Producers, has signed a contract similar to that concluded last December with the television film subsidiaries of major studios. The new contract, declared by signatories to be mutually beneficial, is retroactive to April 21 of last year.

(Continued from page 1)

tain inalienable right to talk, believes tape eventually will revolutionize the television industry. Chatting sincerely in an upstairs corner of Sardi's yesterday noon, Steele gave every evidence of being primarily a man interested in solving sales problem, via TV, of course, and likewise concerned with his happily successful formula. Film star appearances help greatly, he says.

Has Two Recorders Ordered

He believes firmly that point-of-sale local concentration meeting specific problems is better selling via TV than network scatter-shot. His 3-5 P.M. variety show, followed by Teen-Age Bandstand, 5-6 P.M., all over WOR-TV boasts no less than 57 sponsors currently, and with two tape recorders ordered, he foresees taping and syndication, in selected markets, for his show (half-hour a week of it) eventually, maybe ready by Fall.

He claims for his show the lowest cost-per-thousand in the New York area, \$1, and cites at least a dozen clients who have been with him for three years or more. Ted Steele Productions is a one-man operation, company-wise, but there's a good sized sales and production staff that makes the operation tick. He has sound and ready opinions relative to public service programming, and hand-tailored sales pitches, and he has the years of success to prove he knows whereof he speaks.—C. S. A.

Hyman Sees Success

(Continued from page 1)

short five weeks away, and in examining the contemplated releases for that period we find that the producers and distributors are taking even greater cognizance of the needs of the exhibitor than they did in 1956, when we proved that pictures . . . could roll up substantial grosses in those months."

Looking beyond May-June, Hyman pledged the continued efforts of himself and Goldenson in urging the release of quality pictures next September and the pre-Christmas period.

Feels Quality Is Not 'Seasonal'

Hyman said: "If distributors of quality product will cooperate with us and schedule their releases so that we can play pictures of high merit during these periods I am certain we can prove to them that there is really no 'season' for good entertainment, that top pictures can earn top money regardless of the time of the year. If we can get big pictures for Thanksgiving Day we can keep them running until Christmas when the big year-end attractions become available to us thus bridging the poor pre-Christmas period for both distributors

AB-PT Income

(Continued from page 1)

(after preferred dividends of \$488,000) in 1955. Of this amount, \$7,735,000 or \$1.78 a share came from net operating earnings and \$742,000 or 18¢ a share came from capital gains. These figures compare with \$8,218,000 or \$1.89 a share from net operating earnings and \$155,000 or 4¢ a share from capital gains in the previous year.

Theatre Business Shows Gain

Theatre business for the fourth quarter was ahead of the same quarter of 1955 although results for the year were not up to the 1955 level, Goldenson said. He reported that the theatre income of \$100,565,000, compared to \$110,503,000 in 1955.

Goldenson attributed the drop partially to "the continuing short supply of quality pictures." However, he pointed out, "despite the increasing selectivity in entertainment tastes and greater competition for leisure time expenditures today, the fact that large numbers of people continue to patronize theatres in order to see good motion pictures demonstrates the industry's inherently broad market potential."

Points to Seven Films

"For example during the last quarter of 1956 when pictures such as 'Giant,' 'Friendly Persuasion,' 'War and Peace,' 'Love Me Tender,' 'Oklahoma!' 'The Ten Commandments' and 'Around The World in 80 Days' were released for exhibition, an impressive public response resulted in excellent business. It is apparent that with a broad flow of high calibre pictures from the production companies into a streamlined national theatre structure the industry can enjoy a consistently high level."

Goldenson also attributed the decrease in theatre income to the "progressive disposition of properties." Moreover he said, "dividend income from partially-owned theatre companies was reduced from \$508,000 in 1955 to \$135,000 in 1956, because of the disposition of most of these companies as required by the Consent Decree."

To Continue 'Streamlining'

"Recognizing the disproportion between the supply of pictures and the total national theatre plant, our company is continuing its policy of streamlining its theatre portfolio by divesting theatres which are or may become marginal or uneconomic. This reduction through sales, lease cancellation or demolition not only enhances the earnings potential and value of the remaining theatres but also converts assets into cash for investments in other business areas." AB-PT's sub-

and exhibitors. To prove that it can be done just look at the 1956 pre-Christmas business of "Giant" and the few pre-release engagements of "The Ten Commandments." The value of bridging a period like pre-Christmas cannot be over-emphasized.

AB-PT Growth Recorded In 'Fortune' Article

The story of the growth and development of American Broadcasting-Paramount Theatres, Inc., primarily since the merger of United Paramount Theatres and the American Broadcasting Company four years ago, is told in the April issue of *Fortune* magazine.

Why and how the theatre circuit decided to consolidate with a television network (one that was doing well), how the new company made a profit not only with the theatres but also with television and additional, diverse activities it compasses is explained in detail in lengthy article.

subsidiaries currently operate 550 theatres.

Goldenson told the stockholders further that AB-PT had entered into a new picture production through new subsidiary, AB-PT Pictures Corp. "because of the evident need for greater supply of pictures and to help stimulate further production by other organizations in the field." Activity being undertaken on a limited basis at the outset, he said, and initial productions will consist of moderate budgeted pictures lending themselves to special exploitation. He cited first, a science-fiction film called "Beginning of The End," as an example. This picture is expected to be released in June, and tentative plan call for six pictures in 1957.

\$98,759,000 for ABC

Income for the ABC Division was \$98,759,000, an increase of \$17,640,000 over 1955. Fourth quarter results, however, were below those of the same period of 1955 since television network sales largely established prior to the start of the Fall season were not up to expectations. A materially strengthened and broadened television program structure is being set for the 1957-58 season a number of shows featuring outstanding performers, already sponsored, Goldenson reported.

The company's strong financial position was fortified by additional financing during the year, primarily to meet the requirements of the expanding ABC television operation, Goldenson noted.

Larger Dividends on Common

Depreciation continued at a high level at \$7,884,000 and capital expenditures were \$5,182,000. Common stock dividends paid in 1956 were \$5,380,000 or \$1.30 a share compared with \$4,920,000 or \$1.20 a share in the previous year.

Goldenson reported continued progress for the company's other activities, including the Disneyland Park in which a 35 per cent interest is held, the company's subsidiary Annapolis Records—and expansion in the electronics field through the acquisition of interests in Technical Operations, Inc. and Wind Tunnel Instrument Co.

All
the News
That
Is News



MOTION PICTURE DAILY

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OL. 81, NO. 60

NEW YORK, U.S.A. THURSDAY MARCH 28, 1957

TEN CENTS

Academy Awards for 1956

BEST PICTURE

"Around the World in 80 Days," Michael Todd Co., United Artists, Michael Todd, producer

BEST PERFORMANCES

Actor—Yul Brynner in "The King and I," 20th Century-Fox.

Actress—Ingrid Bergman in "Anastasia," 20th Century-Fox.

Supporting Actor—Anthony Quinn in "Lust for Life," M-G-M.

Supporting Actress—Dorothy Malone in "Written on the Wind," Universal-International.

BEST DIRECTION

George Stevens, for "Giant," Giant Production, Warner Brothers.

BEST WRITING

Story—Robert Rich, for "The Brave One," King Brothers, RKO Radio.

Screenplay—James Poe, John Farrow and S. J. Perelman, for "Around the World in 80 Days," Michael Todd Co., United Artists.

Story and Screenplay—Albert Lamorisse, for "The Red Balloon," Films Montsouris, Lopert Films Distributing Corp., (French).

BEST ART DIRECTION

Black-and-White — Cedric Gibbons and Malcolm F. Brown, for "Somebody Up There Likes Me," M-G-M.

Color—Lyle R. Wheeler and John De Cuir, for "The King and I," 20th Century-Fox.

BEST CINEMATOGRAPHY

Black-and-White—Joseph Ruttenberg, for "Somebody Up There Likes Me," M-G-M.

Color—Lionel Lindon, for "Around the World in 80 Days," Michael Todd Co., United Artists

BEST COSTUME DESIGNS

Black-and-White—Jean Louis, for "The Solid Gold Cadillac," Columbia.

Color—Irene Sharaff, for "The King and I," 20th Century-Fox.

BEST FILM EDITING

Gene Ruggiero and Paul Weatherwax, for "Around the World in 80 Days," Michael Todd Co., United Artists.

BEST SOUND

"The King and I," 20th Century-Fox Studio Sound Department, Carl Faulkner, Sound Director.

BEST MUSICAL ACHIEVEMENTS

Scoring of a Musical—Alfred Newman and Ken Darby for "The King and I," 20th Century-Fox.

Dramatic or Comedy Film—Victor Young, for "Around the World in 80 Days," Michael Todd Co., United Artists.

Song—Jay Livingston and Ray Evans, for music and lyrics to "Whatever Will Be, Will Be," from "The Man Who Knew Too Much," Filwite Prods., Paramount.

BEST SHORT SUBJECTS

Cartoon—"Mister Magoo's Puddle Jumper," U.P.A., Columbia, Stephen Bosustow, Producer

One-Reel—"Crashing the Water Barrier," Warner Brothers, Konstantin Kalser, Producer.

Two-Reel—"The Bespoke Overcoat," George K. Arthur, Romulus, Producer.

BEST DOCUMENTARIES

Short Subject—"The True Story of the Civil War," Cautera Eye Pictures, Louis Clyde Stoumen, Producer.

Feature—"The Silent World," Filmad-F.S.J.Y.C.—Columbia.

SPECIAL EFFECTS

"The Ten Commandments," Motion Picture Associates, Paramount, John P. Fulton.

Justice Charges 'Trust' Violation

Loew's Sued by U. S. On TV Block Booking

Courts Asked to Order Film Producer To Sell on Picture-by-Picture Basis

By J. A. OTTEN

WASHINGTON, March 27—The Justice Department today filed a civil anti-trust suit against Loew's, Inc., charging that the company violated the Sherman Anti-Trust Act "by the block-booking of feature motion pictures to television."

On Academy Show

Seaton Lauds Global Service Of the Industry

By WILLIAM R. WEAVER

HOLLYWOOD, March 27. — The motion picture now has become genuinely a global medium, Academy of Motion Picture Arts and Sciences president George Seaton tonight told the world-wide audience from the Pantages Theatre stage decorated in keeping with the global theme.

It was Seaton's second appearance as Academy president, and it was the Academy's 29th annual presentation of awards. It was the fourth presen-

(Continued on page 4)

See Fight on Legality Of New Utah TV Law

Special to THE DAILY

SALT LAKE CITY, March 27 — A possible test of the legality of the recently-approved bill to allow Utah counties to use local taxes to establish translator television in isolated state areas loomed here today.

Operators of community antenna systems claim they have thousands of dollars tied up in their operations and that for counties to use recreation taxes to purchase land and equipment for translator systems would be unconstitutional.

They indicated they will fight the legislation in the courts.

Justice asked the courts to enjoin Loew's from block-selling films to TV, and to order the company to sell films to TV stations in the future on a picture-by-picture basis. It also asked the courts to direct Loew's to re-negotiate on this basis all existing contracts for film sales of films to TV stations.

The department's complaint alleges that when Loew's began last year to release its backlog of pre-1948 pictures to television stations, the company required stations "to license its pictures in groups, including a number of pictures which the stations did not wish to license or televise, in order to obtain any of the pictures." In many cases the groups consisted of over 700 pictures, the complaint said, and "in no case, it is

(Continued on page 7)

TV Sales Not 'Forced' Vogel Answer to Suit

Joseph R. Vogel, president of Loew's Inc., questioned about the Government suit on film sales to television, said:

"Our company has not been served and I must rely on the report that the complaint is addressed to the forcing of product on television.

"Our company has never engaged in this practice and I foresee no difficulty.

(Continued on page 7)

Television Today

Page
6

Names Three To Speed Up Loew Division

Names One Financial, Two Investment Consultants

Federal Judge Edmund L. Palmieri yesterday signed orders here appointing a special financial consultant to Loew's, Inc. and naming two investment and economic consultants to the board of Loew's Theatres, all to aid in the division of the funded debt and the split of stock between Loew's Inc. and its theatre subsidiary.

It was pointed out that the standby order signed by Judge Palmieri last Feb. 1 setting aside the Department of Justice deadline of Feb. 6 and March 8 for division of the funded debt and split of stock still is in effect. The judge also specified that the appointees will go into the matter and report back to the Court.

Norton and Baker Successful

Judge Palmieri named Weldon Powell of 67 Broad Street, New York, as special consultant to Loew's Inc., and appointed Allan L. Melhado of 120 Broadway and Karl D. Pettit of 20 Exchange Place, both New York City, as directors of Loew's Theatres. Melhado, an investment advisor and managing director of Tropical Investors, Ltd., a Canadian securities company, succeeds Thomas L. Norton as director while Pettit, a mechanical engineer and senior partner in the financial and economic consultant firm of Karl D. Pettit, Inc., succeeds George T. Baker on the theatre company board of directors.

Baker, only a short time ago, was appointed to the board of directors of Loew's Theatres, to succeed Frank Pace, Jr., who resigned to join the board of Loew's Inc. Powell is a Certified Public Accountant and a member of a number of professional financial and accounting associations.

Board Now Consists of Five

By order of the U.S. Court, the Loew's Theatres board is now composed of Leopold Friedman, president; vice-presidents Eugene Picker and John Murphy, Melhado, Pettit, and Thomas J. Connellan.

The board of directors of Loew's Inc. will meet here today to discuss Judge Palmieri's order concerning the division of the funded debt and the forthcoming stock split. The board will also discuss a report prepared by Booz, Allen & Hamilton on company streamlining and economies.

In signing the orders yesterday, Judge Palmieri stated that "the divi-

Thank Legislators for Cut in Tax, Rorex Urges Exhibitors of Texas

Special to THE DAILY

DALLAS, Tex., March 27 — Kyle Rorex, executive director of Texas COMPO, has sent a letter to all Texas exhibitors suggesting that they personally thank their district lawmakers for their support of the recent successful campaign to raise the theatre ticket tax exemption from 81 cents to one dollar. The measure was signed by governor Price Daniels late last week.

It is estimated that the new tax adjustment will mean a yearly savings to Texas exhibitors of approximately \$100,000. The tax structure now allows an exemption through one dollar with a 6-cent tax starting at \$1.01 and increasing an additional one cent on each ten cents or fractional part thereof.

Strong Campaign Waged

Texas COMPO waged a strenuous campaign to secure the new tax relief starting late last November and entailing a "grass roots" approach with committees contacting lawmakers both individually and collectively. It was the second such campaign for the organization, a previous one having resulted in a boost of the tax exemption from 51 cents to 81 cents.

Columbia Dividend Set

The board of directors of Columbia Pictures yesterday declared a quarterly dividend of \$1.06¼ per share on the \$4.25 cumulative preferred stock of the company, payable May 15 to stockholders of record on May 1.

financial information pertinent to the resolution of the debt problem; any such information designated 'confidential' shall not be divulged to anyone by the consultant, except to the court," the Judge said.

In appointing Melhado and Pettit to the board of the theatre subsidiaries of Loew's Inc., Judge Palmieri said that both "may serve as directors of the subsidiary companies owning and/or operating the theatre assets of Loew's Inc. for the remainder of the period during which Loew's Inc. may retain the stock of the theatre owning subsidiaries and/or the new theatre company pursuant to the aforementioned consent decree as amended, unless otherwise ordered by this court."

'No Disqualification'

Judge Palmieri made it plain "that no disqualification must be deemed to attach to either of the two directors misplaced by this decision. They may remain eligible to serve by succession to company directors or by any enlargement of the board which preserves the balance between court appointed and other directors."

MPEA Divides Extra Italian Film Permits

The board of directors of the Motion Picture Export Association, using the global formula, has divided four extra Italian license permits, awarding one to Universal-International and three to Loew's Inc.

At their meeting here earlier this week, the MPEA directors also discussed the Japanese situation and sent a communique to Irving A. Maas, vice-president, regarding some new details of the proposed agreement.

Also, the directors were informed about a high level meeting in the Philippines between MPEA overseas representative Leo Hochstetter and governmental officials. Hochstetter, who is now in Saigon, notified the MPEA board that the current Philippine remittance pact has been extended pending an outcome of these meetings.

New Phil. Art Theatre

PHILADELPHIA, March 27—The Overbrook Theatre, key neighborhood house, has converted to an art film policy with operations scheduled from Wednesday through Saturday.

sion of the present debt of Loew's Inc., having presented serious financial problems in carrying out the consent judgment entered Feb. 6, 1952, the Court having expressed its need in dealing with these problems of having available to it the advice of an independent expert having financial and accounting experience in matters of comparable scope, now therefore it is ordered that Weldon Powell is appointed special consultant in respect of Loew's Inc.

Salary Still to Be Determined

"The compensation of the special consultant shall be in such amounts as the Court shall hereafter fix upon notice to all parties and affidavits for services performed, and Loew's Inc., shall not compensate or agree to compensate the special consultant after the court has fixed the amount. The special consultant shall not incur any expenses or other commitments involving the expenditures of money in respect of his engagement without prior approval of the court. Powell shall have reasonable access to any of the executives of Loew's Inc. and shall have made available to him all

PERSONAL MENTION

CHARLES J. FELDMAN, vice president and sales manager, Universal Pictures, returned to New York yesterday from Hollywood.

CHARLES "BUD" BARRY, MGM vice president in charge of television, has returned to New York from the Coast.

SIDNEY KRAMER, RKO Radio foreign sales manager, will leave here on Tuesday for a three-week tour of the company's Latin American offices.

JAMES J. LARKIN, in charge of theatrical sales for B.O.A.C., will leave here on Saturday for New Orleans.

MRS. MARTY BLAU, wife of the trade press contact for Columbia Pictures, gave birth yesterday to a boy, RUSSELL MARK, their first child.

JOSEPH BRESNAHAN, formerly manager of the ABC Drive-in Theatre Pittsburgh, has been named manager of the Meadows Drive-in, Hartford, succeeding FRANK O'NEILL, who has been moved to Griffin, Ind., by Smith Management Co.

GRACE LYNCH, assistant to CORNELIUS SULLIVAN, public relations manager at NBC, will be married on Sunday in Milford, Conn., to JACK WEAVER, of the Julius Mathew Agency.

Rank Sales Meeting Set Here April 10-12

The first sales conference of the newly organized Rank Film Distributors of America, will be held April 10-12 at the Park Sheraton Hotel here, according to Kenneth Hargreaves, president of the company.

District and branch managers will be brought into New York for the meetings, which will be preceded by a week of screenings of the new product to be available for national distribution.

Sales meetings will be conducted by Irving Sochin, general sales manager.

'12 Men' Date Set

United Artists' "12 Angry Men" will open at the Capitol Theatre here on April 13.

BIG BOOKING FOR THE BIG ONE!

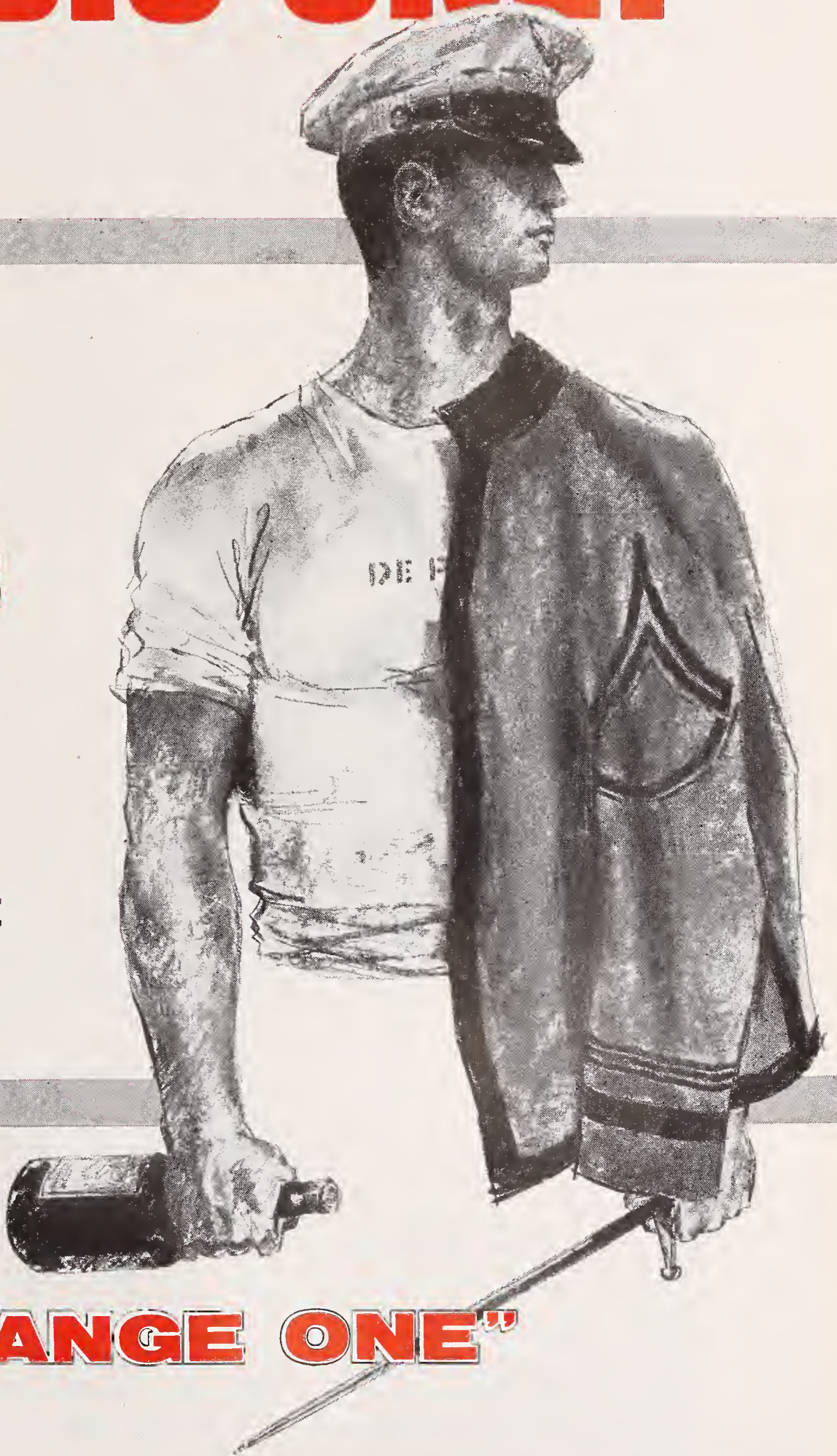
COLUMBIA'S
**"THE
STRANGE
ONE"**

OPENS AT
NEW YORK'S
ASTOR THEATRE
IN APRIL!

BEN GAZZARA

as

"THE STRANGE ONE"



introducing JULIE WILSON with MARK RICHMAN • GEORGE PEPPARD • PAT HINGLE • ARTHUR STORCH and JAMES OLSON

SAM SPIEGEL PRODUCTIONS • Screen Play by CALDER WILLINGHAM Based on his novel and play—'End As A Man'

Directed by JACK GARFEIN • Produced by SAM SPIEGEL • A COLUMBIA PICTURE

Survey Lauds Stock of Para.

Stock shares of Paramount Pictures, which are supported by a high asset value brought about by the company's diversification, represent an under-valued "special situation" and are attractive for capital appreciation over intermediate and longer-terms, according to an investors report prepared by Bache & Co.

The Wall Street house points out that the current market-price of Paramount reflects the transitional state and uncertainties of the motion picture industry "but does not give cognizance to the underlying, over-looked values of this quality film producer."

All Facets Seanned

The investors report delves into the industry and its history since the end of World War II and reports on the status of exhibition, television inroads, and 1957 outlook. Mention is also made of the sale of the old film libraries by all companies, except Paramount and Universal Pictures, to television.

The Bache report also discusses Paramount's diversification, its film library and investments in Famous Players Canadian Corp., Chromatic Television Laboratories, International Telemeter Corp., DuMont Broadcasting Corp., Allen B. DuMont Laboratories, TV station KTLA, Dot Records, Inc., and other subsidiaries operating abroad.

20th-Fox Earnings Said 'Outside Production'

All earnings of 20th Century-Fox today are derived from sources outside of motion picture production, according to an investors report prepared by E. F. Hutton & Co., Wall Street investment house, which added that among these are their laboratory, television leasing and production, oil, etc.

The Hutton report said that 20th-Fox itself is planning the heaviest film making schedule of any company since 1940—with the hope of adding at least \$1 a share of studio earnings to these from other sources.

Says 'News Ahead Is Good'

"The news ahead is good. The 1956 annual report should show earnings of about \$2.30 a share. The fourth quarter alone should show approximately \$1.10 a share compared with 60 cents for the corresponding quarter a year ago. It is hoped that \$3.50 might be shown this year if studio motion picture production turns in profits as anticipated. The financial position is strong and the \$1.60 annual dividend should be safe. Selling at 24, which is about eight times estimated 1957 earnings and with an income yield of 6.7 per cent, the stock appears reasonably priced on earnings," the Hutton report said.

The Wall Street house pointed out that the 20th-Fox oil situation is good

Industry Global Nature Cited

(Continued from page 1)

tation simulcast by NBC under commercial sponsorship. Due to the extremely close competition for the best-picture award, the listening and viewing audience is believed to have been the largest in Academy history.

Award winners are listed on the front page of this edition.

Backgrounded by a huge set-piece representing the world wound with filmstrip, president Seaton said in his keynote speech, "This year the motion picture industry is celebrating its 50th birthday—its golden jubilee. It is a genuine milestone, because for first time movie audiences all over the world have more than a passing interest in these ceremonies.

'Hollywood a Roaming Globe'

"Finally, the motion picture has become a truly global medium. The flow of films between free countries, and the exchange of the artists who created them, has increased our knowledge of, and appreciation for, our fellow man. One has only to recall the films nominated in the category of best motion picture to realize that Hollywood is a roaming globe, not alone for photographic effects but for story content as well."

Particularizing, he said, "The King and I" related the experiences of an English woman who went to the court of Siam as a tutor and stayed to learn the meaning of affection and understanding. "The Ten Commandments" told the inspiring story of Moses, culminating in the Exodus of Israelites from Egypt. "Around the World in 80 Days" was everything the title implied, except that the colorful and entertaining journey was accomplished in two hours and fifty-seven minutes.

Aids Knowledge of Human Beings

"'Friendly Persuasion,' although of domestic origin, explored the vast region too often by-passed by the human heart. This film gave us the satisfying privilege of living for a brief time with warm, courageous, peaceful human beings of good conscience. And 'Giant,' with power and drama, brought to our eyes and ears that strange, wonderful, exotic land of milk and honey—Texas."

Bearing out the global theme, the Academy this morning had invited the press to the Academy Theatre to

and should show improvement after drilling and production costs have been recovered. "At the present time, oil income is just about offset by newsweekly losses. The latter will be discontinued after contractual obligations have been fulfilled," the Hutton report said.

Donald A. Henderson, treasurer and secretary of 20th Century-Fox, when informed yesterday about the Hutton investors report and its reference to the newsreel and its possible end "after contractual obligations have been fulfilled," said that "there is no certainty about this,"

meet foreign production representatives from Denmark, France, Germany, Italy and Japan whose industries produced the five pictures nominated for the Academy Award in the foreign-language division.

These representatives had been flown here by TWA as special guests of the Academy. Academy president Seaton entertained them with a demonstration of the process by which the Academy is transferring to film many thousands of feet of early American production obtained, in paper form, from the copyright department, Library of Congress. Today's was the first foreign-production press conference ever held here.

High Praise for Freeman

In presenting Y. Frank Freeman with the Academy's newly established Jean Hersholt Award, Seaton said in part:

"His (Hersholt's) deeds and qualities became a yardstick by which to measure the stature of possible recipients. The gentleman selected by the board of governors more than qualifies. For 22 years he has been 'yes man', always answering in the affirmative to any individual or organization who needs help in any humanitarian endeavor. He is constantly serving his government—national, state and local—on committees for better housing, better schools, better hospitals and better committees. This gentleman (smiling) has amassed a small fortune as a dollar-a-year man on 122,000 committees."

Adler and Cantor Honored

Presenting the Irving G. Thalberg Award to Buddy Adler, Seaton said in part, "The last time this award was presented was in 1953. When given, it goes to an individual producer 'who has been responsible for most consistently high quality production for current awards of the year and four preceding years.' He has magnificently fulfilled these requirements."

Presenting a special award to Eddie Cantor, Seaton said in part:

"He has rendered a lifetime of enormous service to the film industry. He has made a monumental contribution to the laughter of the world, and has given this industry generous service as an ambassador of good will."

N. Y. Academy Show Draws Capacity Crowd

A capacity audience at the NBC Century Theatre here last night greeted nominees in New York at the time, including Naney Kelly, Eileen Heckart and Carroll Baker.

Presentations to winning short subjects in New York included "Crashing the Water Barrier," produced for Warner Brothers by Konstantin Kaler, and "The Bespoke Overcoat," of George K. Arthur, produced by Romulus, also the documentary "The Silent World," of Columbia, produced by Jacques-Yves Cousteau.

Scott's Case In High Court

From THE DAILY Bureau

WASHINGTON, March 27 — Another "blacklist" suit by one of the original "Hollywood Ten" has reached the Supreme Court, with a request for review by Adrian Scott, the adverse Appeals Court Decision in his action against RKO Radio.

The Ninth Circuit Court, reversing the trial court's jury verdict, Scott's favor, dismissed his suit for contract violation, which was based on his being fired for refusal to testify before the House Un-American Activities Committee whether he had ever been a Communist. He later was convicted of contempt of Congress and jailed.

The Appeals Court held his conduct and contract could not be distinguished from that of Ring Lardner, whose suit against 20th Century-Fox on the same grounds of dismissal had been thrown out by the same court.

"We believe Lardner's case . . . was correctly decided and further believe that it should stand as authority here" the circuit court said in the Scott opinion.

Scott told the high court that decisions since the circuit court verdict it had rejected the principle of the Lardner decision. Furthermore, the petition for review argued, "in the absence of a statutory or judicial declaration by a state, a United States court does not have the power in diversity case to declare public morals in the face of a contrary declaration by a jury. No decision of any court of the State of California and no statute, has been cited which holds or says that contempt of Congress constitutes moral turpitude."

'Funny Face' Premiere At Music Hall Tonight

The Hospitalized Veterans Service of the Musicians Emergency Fund will benefit tonight by the world premiere engagement of Paramount's "Funny Face" at the Radio City Music Hall here.

Following the premiere an assemblage of civic, business and social leaders will attend a "Pink Gala" champagne supper dance in the Sert Room of the Waldorf-Astoria Hotel.

Correction

The new contracts for three Universal executives, Milton R. Rackmil, Alfred E. Daff and Edward Muhl, were awarded in late April, 1956, instead of April 29, 1957, as inadvertently reported in MOTION PICTURE DAILY yesterday.

Oreg. Editor Dies

PORTLAND, Ore., March 27—Harold E. Hunt, 70, motion picture editor for 25 years on the "Portland Oregon Journal," died at his home recently of a heart attack.

MIKE and IKE

—they look alike!



BUT . . . they're birds of entirely different feather!

Mike, reproduced here in black-and-white, was printed direct from Color Negative: while Ike, black-and-white also, came from Eastman Color Internegative with black-and-white color separations on Eastman Panchromatic Separation Film. Which method is better?

Actually, Ike's way is 3 ways better. It permits correction of original negative results through work on the color separations; allows insertion of opticals; assures preservation of original picture.

Here again is proof of Kodak's ability to supply a motion picture film for every purpose . . . example of Kodak's policy of complete co-operation through the Eastman Technical Service for Motion Picture Film. Inquiries invited.

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.
Branches at strategic centers

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
130 E. Randolph Drive
Chicago 1, Illinois

West Coast Division
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or W. J. GERMAN, Inc.

Agents for the sale and distribution of Eastman Professional Motion Picture Films, Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.

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**ALAN CLIFTON
LADD • WEBB**

**SOPHIA
LOREN**

in

**BOY ON
A DOLPHIN**

COLOR by DE LUXE

CINEMASCOPE

co-starring

ALEXIS MINOTIS • JORGE MISTRAL

Produced by

Directed by

SAMUEL G. ENGEL • JEAN NEGULESCO

Screenplay by

IVAN MOFFAT and DWIGHT TAYLOR



**SAVE EXTRA PLAYING TIME
FOR YOUR HAPPY EASTER!**

MOTION PICTURE DAILY

VOL. 81, NO. 61

NEW YORK, U.S.A., FRIDAY, MARCH 29, 1957

TEN CENTS

EDITORIAL

Trailers at Work

By Sherwin Kane

IN times such as the present when the policies and practices a theatre employs in its day to day operations can be as vital to the state of its box office health as the attraction current on its screen, it behooves every exhibitor to pause now and then long enough to ask, "Am I missing any showmanship bets?"

Housekeeping, the appearance of the theatre, both inside and out, is of great importance. So is the appearance of and the service provided by the theatre's employees. And so the comfort, the atmosphere and the condition of the theatre's furnishings and equipment. And, equally as important, if not more so, than any of these, is the showman's advertising and promotion.

How the showman sells his entertainment commodity can be the difference between a successful and a declining theatre.

This simple fact bears repeating often because it is too important to be overlooked but it is so self-evident that it frequently is, nevertheless.

In any program of theatre selling the trailer and accessories loom large. Just how large has been graphically brought to mind once more, this time by the results of an exhaustive study by Sindlinger & Co., industry analysts, on "Exposure to Coming Attraction Theatre Trailer," recently completed.

The study showed that in a recent 9 weeks period which it covered, 52 per cent of the week's adult paid attendance was repeat attendance, and that 35.2 per cent consisted of persons who said they were influenced by their attendance by trailers they had seen on previous visits to the theatre.

Translated, this shows that trailers accounted for \$352 of every \$1,000 crossed by the average theatre over the immediate 19-week period. More than 120,000 interviews were made by the Sindlinger organization in the study. It produced the highest rate of trailer influence yet measured by the analysts.

It is, indeed, something that every exhibitor should keep in mind constantly. Most especially when he pauses to ask himself that question: "Am I missing any bets?"

Allied, TOA Leaders Plan Meet On Arbitration Before April 8

By LESTER DINOFF

The leaders of Allied States Association and Theatre Owners of America will hold a joint meeting here "within the near future" and prior to their meeting with distribution on April 8, to formulate the rudiments of their platform on an industry arbitration draft, according to Julius M. Gordon, president of Allied.

Condon Telling of 'Pride' In Burton Holmes Manner

Reports from our Walter Brooks in Philadelphia yesterday tell of a "Burton Holmes" type of promotion which Richard Condon has included in his two-month, 31-city tour just launched for Stanley Kramer's "The Pride and the Passion" for United Artists. Lantern slides, it seems, form one of the many attractive ways in which Condon will prove his point right across the Continent.

Brooks' report on yesterday's session in the Quaker City will be found on Page 3.



Julius Gordon

Gordon, who left New York yesterday for his Beaumont, Tex., home following private conferences here with company officials, said he "has already been in communication" with Ernest Stellings, president of Theatre Owners of America in regard to arbitration.

The national Allied executive indicated that the meeting with Stellings may take place late next week or on the morning of April 8, prior to their luncheon meeting with the (Continued on page 7)

Radical Changes Urged In Canadian TV Setup

Special to THE DAILY

OTTAWA, March 28 — The Royal Commission on Broadcasting reported today in Parliament recommends that the Canadian government eliminating present Board of Governors of Canadian Broadcasting Corporation and instead appoint a (Continued on page 7)

Sweepstakes Acclaimed As Huge Success by Theatres

The Academy Award Sweepstakes, in which 2,600 theatres participated, was acclaimed an outstanding success in reports from most of the key cities received here yesterday at the offices of COMPO, which sponsored the contest. The large majority of participating theatres expressed a desire to have the promotion made an annual affair. Several changes were suggested, however, in contest plans, the chief of which was a shorter and less complicated entry blank.

Complete reports probably will not

be available for two or three weeks until a questionnaire mailed to all participating theatres is returned and the answers tabulated, according to Charles E. McCarthy, COMPO information director. However, a spot check (Continued on page 6)

Vogel Reports

Loew's Board Names 4-Man Policy Group

Ogden Reid Will Head Executive Committee

The board of directors of Loew's Inc., yesterday elected a four-man executive committee, chairmaned by Ogden R. Reid, to carry out policies "which have been designed to restore the motion picture company to its former preeminent position in the industry," it was announced by Loew's president Joseph R. Vogel following the meeting.

Named to the four-man committee were Reid, George L. Killion, Frank Pace, Jr., and Vogel. This committee met following the Loew's Inc. board meeting, which was attended by all directors except J. C. Keller.

The executive committee, Vogel said, would take steps to improve the operations, structure and earnings of the company. The committee will seek to find a qualified man to succeed Charles Moskowitz, who has resigned as vice-president and treasurer; would look into the matter of securing the (Continued on page 6)

New Tenn. Law Removes All Sunday Film Bans

Special to THE DAILY

MEMPHIS, March 28 — Sunday movies are now legal all over Tennessee without any restrictions under terms of a new state law just passed by the legislature. Local option elections or action of city councils have been necessary to permit them in the past.

The legislature passed a bill to repeal this Sunday "blue law" for the (Continued on page 6)

Television Today

PERSONAL MENTION

MILTON R. RACKMIL, president of Universal Pictures, has returned to New York from the Coast.

JOSEPH R. VOGEL, president of Loew's, Inc., will leave New York today for the Coast.

GEORGE WELTNER, president of Paramount Film Distributing Corp., will return to New York at the weekend from Central and South America.

ROBERT W. COYNE, special counsel for the Council of Motion Picture Organizations, has left New York for Hot Springs, Ark.

RICHARD W. ALTSCHULER, Republic Pictures vice-president in charge of worldwide sales, has returned to New York from Europe.

KENNETH MORE, British film star, will arrive in New York on Sunday from London.

GEORGE SEATON, producer-director and president of the Academy of Motion Picture Arts and Sciences, will arrive in New York on Sunday from Hollywood.

HERBERT J. YATES, president of Republic Pictures, and WILLIAM SAAL, his executive assistant, will arrive in New York over the weekend from Hollywood.

RUSSELL E. FORGOSTON, son of SAM FORGOSTON, assistant advertising-production manager at MGM, will celebrate his Bar Mitzvah tomorrow at the Hebrew Center in Nanuet, N. Y. Ceremony will be held on Sunday in Spring Valley, N. Y.

DAVID E. ROSE, of Coronado Productions, will arrive in New York from London today via B.O.A.C.

BERNARD JACON, of Jacon Film Distributors, will be in New Orleans next week from New York.

JEAN GOLDWURM, president of Times Film Corp., will leave here for Europe on Wednesday aboard the "Queen Elizabeth."

MARK ROBSON, director, has arrived in Boston from the Coast.

Hargreaves Arrives In New York Today

Kenneth N. Hargreaves will arrive in New York today with his family aboard the S.S. United States to take up his new duties as president of Rank Film Distributors of America. The new American company will start operations Monday with a minimum of 16 Rank Organization films to be distributed nationally during 1957.

Ten sales offices will be set up throughout the United States in Denver, San Francisco, Boston, Dallas, Los Angeles, Atlanta, Washington, D.C., Chicago, Detroit and New York, under the direction of regional sales managers.

In taking up his American post, Hargreaves recently resigned his numerous positions in England where he was joint assistant managing director of the Rank Organization; managing director of J. Arthur Rank Film Distributors, Ltd.; director, Odeon Associated Theatres, Ltd.; director, Odeon Properties, Ltd.; and director, Gaumont-British Pictures, Ltd.

Pass N. Y. State Bill on Race 'Disparagement'

ALBANY, March 28 — The Senate today passed by a vote of 56 to 1 the Periconi bill, which amends the education law to add as a ground for license denial, a film which in whole or part, "disparages against one's nationality or color". There was no debate. Senator George R. Metcalf, Auburn Republican, cast the only dissent.

The measure, sponsored by Senator Joseph F. Periconi Jr., Bronx Republican, was immediately transmitted to the Assembly Rules Committee. The judiciary committee of that House had earlier rejected a companion bill.

Mexico City's Theatres Gross \$13,155,485

MEXICO CITY, March 28 — The city's 137 theatres grossed \$13,155,485 in 1956, it was announced by the Ministry of Finance. Theatre admission prices here had a ceiling of 32 cents since 1952.

The report also shows that 1,114 films, 95 per cent of them American, were exhibited here during 1956, with American films playing 66 per cent of the time, and Mexican films 34 per cent.

Bill Would Bar Standee

HARRISBURG, Pa., March 28—A bill introduced in the House this week would prohibit in this state the selling of motion picture theatre tickets without having seats available for the purchaser.

'La Strada' Wins Oscar As Best Foreign Film

The Academy of Motion Picture Arts and Sciences gave its prize for the best foreign film of 1956 to "La Strada," an Italian film produced by Ponti De Laurentiis and released here by Trans-Lux Distributing Corp.

Announcement of the prize in this category was inadvertently omitted from the list of Oscar winners in yesterday's MOTION PICTURE DAILY.

Corporate Tax Bill Goes to Eisenhower

WASHINGTON, March 28 — The House sent to the White House a 15-month extension — through June 30, 1958—of the present 52 per cent corporate tax rate.

The House, which had originally voted a 12-month extension, went along with a Senate decision for the longer extension. President Eisenhower is expected to sign the bill promptly, since the rate would drop back to 47 per cent under present law at midnight Sunday.

Combination Prints Available for 'Boy'

Mag-optical prints of 20th Century-Fox's "Boy on a Dolphin," will be available at all 20th exchanges, according to general sales manager Alex Harrison. He also said that mag-optical prints will not be available on "The True Story of Jesse James."

Originally scheduled as the Roxy's Easter attraction, "Boy on a Dolphin" will be premiered there the evening of April 10 for the benefit of the Queen's Fund for Greek Orphans. To facilitate the gala benefit program, the theatre will close at 6:30 P.M. the evening of the special performance. The following day, "Heaven Knows, Mr. Allison" will resume its regularly scheduled showings, remaining through Easter.

Vandalism Bill Advances

COLUMBUS, March 28—The Ohio Senate today approved, by a vote of 24-5, a bill to make parents responsible for the delinquency acts of their children. Under the regulations parents could be forced to forfeit a bond for damages caused by a child's vandalism. The bill now will go to the House.

Steingut Bill Held Over

ALBANY, N. Y., March 28 — The Assembly early tonight laid over until tomorrow the Steingut bill, amending the labor law to require a secondary source of power for artificial illumination in all places of public assembly.

British Hit 'Poor' Prints

By WILLIAM PAY

LONDON, March 26 (By Air Mail)—Complaints of the poor quality British prints of American films have been voiced by exhibitors at the Lee and District CEA (Cinematograph Exhibitors Association).

They maintained that prints are worse now than they have been for many years and that the poor quality is injuring business. The chief complaint is against prints made in the country of American films, particularly in black and white, which often lack definition and contrast, they said. Blacks were often just grey, they added.

Other exhibitors complained that the quality of prints had been definitely worse since the new dimension screen presentation had come in and that good work in the studios was being spoiled, if not ruined, by lack of good and careful work in the laboratories.

A recommendation that the poor quality of British prints of American films should be brought up at the national level and that something drastic should be done to bring complaints to the notice of renters and producers, particularly in the printing department was unanimously approved.

Bill Would Abolish Pa. Local Ticket Taxes

HARRISBURG, Pa., March 28—The Senate Local Government Committee today had under consideration following introduction earlier this week a measure, Senate Bill 44 introduced by Sens. M. Harvey Taylor, R-Dauphin, and John H. Dennis, D-Westmoreland, which would abolish all local taxes on motion picture theatre admissions under the "anything" law of 1947.

The 1947 law permitted all municipalities to levy up to 10 per cent of admissions to places of amusement and athletic events. The Taylor-Dennis bill would prohibit all municipalities except Philadelphia, from levying the tax.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
AUDREY HEPBURN • FRED ASTAIRE
in
"FUNNY FACE"
co-starring KAY THOMPSON
A Paramount Picture
and THE MUSIC HALL'S GREAT EASTER STAGE SHOW

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building. Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOLLYWOOD 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone Circle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, \$6 in the Americas and \$12 foreign single copies, 10c.

Buena Vista Newspaper Editors are Loyal Films for '57 To Film Industry: Condon

By WALTER BROOKS

Buena Vista Film Distribution Co. will release six films during the East-to-Christmas period this year, five of which have been produced by Walt Disney and one a foreign import from France, according to Leo Samuels, president of Buena Vista. He also said that Disney is presently working on four more pictures for 1958 distribution.

The investment which Disney has in his forthcoming line-up of product for 1957 and 1958 is about \$22,000,000, one of the highest figures in company history, Samuels declared.

To Start at Easter

The Buena Vista executive, at a conference also attended by his associates Ned Clarke, vice-president, and Charles Levy, national director of advertising and publicity, said that the company's distribution line-up for 1957 is being launched at Eastertime with the re-release of "Cinderella," which currently is set for 450 engagements across the country. In June, "Johnny Tremaine," in CinemaScope and color, will be released and it will be followed by the release of "Bambi" in July, the live action fantasy film "Perri," in CinemaScope, in August, the French import "If All the Guys In The World," in late summer and special situations, and the CinemaScope film of "Old Yeller" for Christmas.

Samuels said that Buena Vista will be on more foreign films when they come to "our attention, if we judge them good for the American market."

May Sell in 'Red' Countries

Clarke said that Buena Vista is negotiating with three Iron Curtain countries—Roumania, Poland and Czechoslovakia, regarding the sale of Disney product. He said that the 25 films have been screened so far for these three markets, but no agreements have been reached. The film executive stated that if agreements could be worked out, they would be three-year deals and that purchasers would pay for prints. He also pointed out that one of the problems hindering these negotiations and the negotiations of other American companies planning Iron Curtain sales is revenue and how they can be got out of the Iron Curtain countries.

Nathanson Firm Formed

HOLLYWOOD, March 28 — Producer Sam Nathanson has announced the formation of International Releasing Corporation, to produce and release both motion pictures and television films. The company takes over the assets of Globe Releasing Corporation, of which Nathanson has been general sales manager.

Nathanson is president, Ray Pierce is vice-president, of the new company, and Theodore J. Ticktin, former president of Globe Releasing, will be a member of the board.

PHILADELPHIA, March 28—Reports that newspapers are cutting down on film publicity are not justified, as motion picture editors have a sense of loyalty to the industry and are anxious to do what they can to stimulate it, Richard Condon, veteran industry promotion executive, said here today.

He addressed an audience of national trade press representatives and local newsmen who came here to see special materials and techniques developed by United Artists for a two-month promotional tour for Stanley Kramer's "The Pride and the Passion."

Condon exhibited his pre-selling wares at the Warwick Hotel. Among the items designed to emphasize the boxoffice elements of the film were: featurettes made during location shooting in Spain, color slides, scene still made by LIFE and Look photographers, TV films, recordings of the music score by George Antheil, information folders and scene sketches and set designs by production artist David Fredenthal.

Two-Fold Objective

The session had two primary objectives—to show media representatives the scope and flavor of the Kramer film, and to arrange the supply of working materials that will carry the story to their audiences.

The demonstration was followed by a dinner where Condon reported on the results so far of a two-months promotional tour he is currently making of 31 cities. He also discussed

how some 100 representative exhibitors in key cities of the nation are thinking today.

Condon reported there is a need for longer-sustained campaigns as fast promotions stir up interest but do not register with slow-buying, selective audiences. And he pointed out that showmen welcome the primarily local support that the "Passion" tour is developing and hope to see more of this kind of point-of-sale promotion.

Most Looking Forward to Spring

He added that most exhibitors are looking forward to the spring and summer product to bring an upswing in business. He said there is genuine support for the industry business-building program among circuit men as well as small exhibitors.

Condon's promotional junket, more intensive and extensive than any previously sponsored by UA, is part of the huge campaign backing the release this summer of the film. The session today was part of a three-day stand here to acquaint every local newspaper and TV and radio station with the picture. The trip is headed by Mort Nathanson, UA publicity manager, and Al Fisher of the home office exploitation department.

'Funny Face' Brings \$13,000 at Benefit

The premiere performance last night of Paramount's "Funny Face" at Radio City Music Hall netted \$13,000 for the Hospitalized Veterans Service of the Musicians' Emergency Fund. The theatre set aside 650 seats for the benefit showing, which was held in conjunction with the regular first-night performance of the film.

Many notables from the entertainment business and social worlds were among the benefit patrons. These included Mr. and Mrs. Barney Balaban, Mr. and Mrs. Russell Downing, Mr. and Mrs. Jerome Pickman, Mr. and Mrs. A. W. Schwalberg, Mr. and Mrs. Spyros P. Skouras, Mr. and Mrs. Jules Stein, Kay Thompson, another of the picture's stars, and many others.

Miss Thompson was guest of honor at a "Pink Gala" champagne supper dance for the benefit patrons that followed in the Starlight Roof of the Waldorf-Astoria Hotel.

Seek 'Smile' Star

Twentieth Century-Fox producer Henry Ephron and director Jean Negulesco yesterday began interviewing young New York actresses for the leading role in "A Certain Smile," new film to be based on Francoise Segan's novel.

Election of Directors On List Meet Agenda

The election of directors and an amendment to the incentive stock option plan will be presented to stockholders of List Industries Corp., (RKO Theatres) at the company's annual meeting to take place at the Park Sheraton Hotel here on April 12.

Up for election as directors are William A. Broadfoot, Theodore R. Colborn, William J. Durocher, David J. Greene, Dudley G. Layman, Albert A. List, Vera G. List, Royal B. Lord, A. Louis Oresman, A. H. Parker, Jr., Edward C. Raftery, Anthony Scala, and Sol A. Schwartz.

Under the management proposals to amend the stock option plan, stockholders will be asked to approve resolutions which would increase the number of shares from 150,000 to 200,000 in the stock option plan approved in 1953 and eliminate certain wording from the agreement.

Max Ophuls, 54

Max Ophuls, 54, German-born French stage and film director, died in Hamburg, Germany this week. As a producer at the Vienna Burg Theatre, he directed such Hollywood films as "Letter from an Unknown Woman," and in Europe, "Le Plaisir" and "The Earrings of Madame De."

Krim Will Discuss UA Stock Issue on Monday

Arthur B. Krim, president of United Artists, will hold a press conference on Monday morning at the company's home office here to discuss the proposed public offering of debentures and common stock.

The meeting coincides with the UA filing of a registration with the Securities and Exchange Commission for issuing of stock and debentures which has been underwritten by F. Eberstadt & Co., a Wall Street investment and securities house.

Censor Bills Filed in Pa.

Special to THE DAILY

HARRISBURG, Pa., March 28—A series of new bills to revive motion picture censorship in Pennsylvania are in House and Senate committees today following introduction in both branches of the General Assembly.

Legislation to revive the State Board of Censors and broaden its duties are contained in two companion measures sponsored in the House by Reps. William B. Smith, D-Beaver; William G. Piper, R-Berks; Ford E. O'Dell, R-Erie, and Dominick E. Cioffi, D-Lawrence. The measures (House Bills 849 and 850) would increase the membership of the board from three to five and widen its censoring powers to include not only motion pictures, but books, magazines and other written or printed matter.

No Censors Now

Pennsylvania is without motion picture censorship at present, the old board having been ruled unconstitutional last year in a State Supreme Court decision.

The legislation would make it unlawful for an exhibitor to show a film disapproved by the board to a person under 18 or for the sale of disapproved literature to minors. The board would stamp as "disapproved" any film or literature it considered obscene or "incites to crimes of violence," or advocates the use of narcotics.

Southern Cal. Council Citation to 'St. Louis'

HOLLYWOOD, March 28—Warner Brothers' "The Spirit of St. Louis" has been honored with a four-star award by the Southern California Motion Picture Council. Presentation was made by Mrs. William A. Burk, president of the Federation of Women's Clubs, at the organization's monthly meeting conducted at the Assistance League.

"The Spirit of St. Louis" will be given a special invitational Hollywood premiere for the motion picture industry on the night of April 11 at the Egyptian Theatre here.

THE INDUSTRY'S NEW ALL-W

NEW YORK
LOS ANGELES
CLEVELAND
CHICAGO
PHILADELPHIA
BOSTON
WASHINGTON
DETROIT
TORONTO
MONTREAL
MIAMI
MIAMI BEACH
BALTIMORE
BUFFALO
CINCINNATI
INDIANAPOLIS
PALM BEACH
NEW ORLEANS
ATLANTA
DAYTONA BEACH
JACKSONVILLE
ORLANDO
ST. PETERSBURG
TAMPA
DENVER
KANSAS CITY, MO.
KANSAS CITY, KANS.
DALLAS
EL PASO
FORT WORTH
HOUSTON
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VISTAVISION[®]
MOTION PICTURE HIGH FIDELITY

TECHNICOLOR[®]

TIME BOXOFFICE CHAMPION!

B. DEMILLE'S

PRODUCTION

COMMANDMENTS

RUN BOXOFFICE RECEIPTS IN

ALREADY EXCEEDED THAT OF

VIOUS ALL-TIME BOXOFFICE

TO END IN SIGHT TO THE RUNS

EN COMMANDMENTS' WILL

AT MAY NEVER BE SURPASSED.



MGM To Make 26 Films In Current Fiscal Year

MGM will produce a total of 26 pictures on its lot during the current fiscal year, which began Sept. 1, 1956, Joseph R. Vogel, president, said yesterday in his report to the board of directors. Ten films have already been completed he said at an average cost of \$1,715,000. He compared this with an average cost per picture for 18 pictures in 1956 of \$1,926,000.

Four pictures are presently in production, Vogel said, and 12 will be produced during the balance of the year. These include studio productions, partner-producers using studio facilities and independent productions. In addition to the 26 lot-produced films MGM will distribute seven independent pictures produced elsewhere, Vogel noted.

Tenn. Statute

(Continued from page 1)

state which had local option restrictions. Under Tennessee law, the bill becomes a law if the governor does not sign or veto it within five days. The five days expired and the bill became law today without Gov. Frank Clements' signature.

In many Tennessee towns and cities Sunday movies are now legal for the first time. In others—such as Memphis—the new law changes many things.

Under the "blue law"—now repealed—Sunday movies were allowed by a vote of the people or under regulations of the city government which could make a fixed charge for charity. In Memphis between \$30,000 and \$40,000 a year has been collected from theatre owners for the Memphis Welfare Commission in return for a city permit to operate on Sunday. This law is now off the books.

Schwartz Named Col. Albany Branch Head

ALBANY, March 28 — Herbert Schwartz, Columbia Pictures salesman here for five years, has been promoted to manager, effective April 15. He succeeds Norman Jackter, advanced to manager of the Los Angeles branch. Schwartz is a native of Schenectady and a World War II veteran.

Milton Levins, chief booker here for the company since 1954 and previously a booker for Warners in Albany, Jacksonville and Detroit, will take Schwartz's place as salesman. Levins, too, is an Army veteran.

William Barrington, who has operated the Uptown Theatre in Rensselaer for seven years, is replacing Levins as chief booker. Barrington, also an ex-Army man, has already reported for duty with Columbia. Announcement of the promotions followed a visit by district manager Harry Rogovin.

Loew's Policy Group Named

(Continued from page 1)

services of a company executive vice-president; will institute a training personnel and recruitment program to develop executive talent; oversee the studio revitalized program of finding new and good stories and increasing production; buy stories on a strict basis of competitive bids, and save money wherever possible.

Vogel, in his report to the board, discussed studio operations, television and the recent anti-trust action which the government has filed against the company, the record company operations, music companies and WMGM radio station.

Points to 'Positive Steps'

Following are excerpts from the report which Vogel made: "Initially, I feel you would like to know what positive steps have been taken in the last few weeks to improve the earnings and structure of the company.

"At the studio a revitalized program of finding new and good stories and increasing production has started. Personnel reduction in the studio has accomplished substantial savings to the company. The present treasurer of the company has announced his intention to retire at the end of his contract, and we are in the process of finding a thoroughly qualified can-

didate for this position. A policy of purchasing on the strict basis of competitive bids has been instituted. A revised training personnel and recruitment program has been instituted to develop for the company a strong pool of future administrative and executive personnel."

Vogel discussed the company's interests in three TV stations pointing to the spending of \$1,625,000 for a 25 per cent interest in KTTV, Los Angeles; \$750,000 for a 25 per cent interest in KMGM, Minneapolis, and \$525,000 for a 25 per cent interest in KTVR, Denver. He also told the board that the American Broadcasting Co. will advance up to \$100,000 to Loew's for the production of a pilot TV film.

The Loew's president also cited earnings for the company's record division, music companies, and radio station WMGM.

Loew's 18¢ Share

Estimated earnings of Loew's, Inc. for the second quarter of the current fiscal year were 18¢ a share, Joseph R. Vogel, president, said in his report to the board of directors yesterday. This would make a total for the first half of the fiscal year of 51¢, he added.

Moritt Asks N.Y. State To 'Save the Movies'

ALBANY, N. Y., March 28 — "The time has come for the State of New York, with a population of some 16 million, to consider, before it is too late, the dire circumstances of neighborhood motion pictures."

So Sen. Fred G. Moritt, Brooklyn Democrat, has declared in commenting on a calendared bill amending the pari-mutuel law to increase by one per cent the race tracks' share of the betting receipts and to decrease by an equal proportion, the state's slice.

Moritt said, "I would prefer that the state hang on to the one per cent it seems ready to forego, and relax the bite which enables cities and counties to impose the five per cent tax on motion picture admissions. It is common knowledge," he continued, "that hundreds of small theatres have been forced to close. We must save the 'movies'."

'Something Must Be Done'

"My observations," added Moritt, "should not be taken as criticism of any municipal legislature, but only as a warning that the time has come when something must be done to save the neighborhood film theatres. Unless cities take cognizance of the grave situation affecting the former, I shall be forced to introduce, at the next session, a bill repealing the enabling act which gave them such great taxing power. This permissive statute

Levine to Tell Plans for His A-I and RKO Films

BOSTON, March 28 — Joseph E. Levine, president of Embassy Pictures Corp., on April 9 will announce plans for the distribution of American-International and RKO Radio product which Embassy recently acquired. The details will be disclosed at a luncheon at the Sidney Hill Country Club, Newton, Mass., where Levine will play host to some 350 leading figures in exhibition throughout this area.

All campaigns will be handled by Terry Turner, of General Teleradio, with an expenditure of more than \$150,000 on the promotion for radio and TV.

Levine Gets 'Walk'

BOSTON, March 28 — Joseph E. Levine, president of Embassy Pictures Corp., has acquired "Walk Into Hell" in Eastman color for distribution in the United States and Canada. The picture will be released in July.

was passed long before television threatened to bring neighborhood houses to the point of extinction.

"The job of the sovereign state, where its cities lack vision or fail to take due note of imminent danger, is to act to save a medium of entertainment so vital and rewarding to the family wage earner, his wife and children, as motion pictures, especially in neighborhood situations."

Tomlinson Still Wants Mayer to Rejoin Loew's

Joseph Tomlinson, Loew's, Inc. board director, said yesterday after the board meeting that he still is in favor of having Louis B. Mayer rejoin the company.

Tomlinson said he did not bring the matter up at yesterday's meeting however.

'Sweepstakes'

(Continued from page 1)

made by telephone to key cities, he said, showed that the contest, despite the handicap of insufficient time for its organization, exceeded expectation and developed a huge amount of favorable publicity for both theatres and the motion picture industry generally.

Preliminary reports showed that at least 30 newspapers, with a combined daily circulation in excess of four million, joined local exhibitors in promoting the contest, publishing an entry blank every day.

In addition, sponsoring newspapers published daily news or feature stories on the contest, usually accompanied by photographs of the leading nominees for the Academy Awards or of movie patrons filling out or depositing their entry blanks at local theatres.

200,000 Entries in Chicago

In Chicago, where the contest was sparked by an all-out promotion of the Chicago Sun-Times in cooperation with local exhibitors, more than 200,000 entry blanks were filled out making it the greatest write-in promotion in history for the motion picture industry in that city, McCarthy said.

National Screen Service distributed 3,542,000 Sweepstakes entry blanks to participating theatres. These were in addition to the millions of entry blanks printed in sponsoring newspapers, which were used exclusively in some areas, and to several hundred thousand printed locally by exhibitors in order to get their contests off to an early start.

Two radio stations, WCTW in New-castle, Ind. and WDDT in Greenville, Miss., co-sponsored the contest in their respective areas. Several others publicized the contest in their news broadcasts or station interviews. The Chicago Sun-Times carried eight spot announcements on the contest over its radio station each day. Julian Brylawski, president of the Motion Picture Theatre Owners of Metropolitan D. C., made two guest appearances at the microphones of a Washington radio station.

MPEA Men in Field

HOLLYWOOD, March 28—Motion Picture Research Council field representatives, Fred Beard and Ken Wingo, have left on a two-month tour of Arizona, New Mexico, Texas and Louisiana, offering theatres the advantages of the latest research and facilities developed by council.

REVIEWS

Tarzan and the Lost Safari

Bel-Air—Lesser-MGM

A luxury airliner crashes in the African jungle, landing on the edge of a precipice into which it is about to fall and thereby doom its five passengers—three men and two women. As all seems lost along comes a swart looking fellow clad in leopard-print shorts and accompanied by a chimpanzee. Together these two not only rescue the survivors but save them from numerous other perils in the jungle—including lions, poisonous spiders and unfriendly natives—and guide them safely to civilization. Recognize that plot? It is Tarzan, formula Number One. Sol Lesser has now resurrected it and revived it with the modern techniques of Technicolor and wide-screen. He has also signed up a new Tarzan in the person of Gordon Scott, who is possessed of the necessary requirements of a large physique and an ability to yell. For some reason Jane, his mate, has been left out of this picture.

Exteriors of this film were made in British East Africa and the Belgian Congo. It was produced by John Croxall and directed by Bruce Humphreys. The screen play was by Montgomery Pittman and Lillie Hayward based on the character created by Edgar Rice Burroughs.

Running time, 84 minutes. General Classification. Release, in May.

RICHARD GERTNER

War Drums

Bel-Air—United Artists

It's the frontiersmen and Indians again, shooting up the scene to the accompaniment of martial musical effects and DeLuxe color. Les Barker is strong and stalwart as an intrepid Apache chief who takes for wife a Mexican half-breed, Joan Taylor, much to the chagrin of his proud foe. Ben Johnson is a frontiersman who also has an amorous drive toward Miss Taylor.

The predictable Apache-whiteman war breaks out and Miss Taylor, Barker and Johnson rotate between triangle romantic tussles and assorted bloodthirsty activity in a series of pitched battles. The onrush of the American Civil War interrupts the Indian skirmishes and in an indecisive ending, Johnson, now a Union Army officer, sends Barker and his new saw, Miss Taylor, off into the hills. Gerald Drayson Adams wrote the screenplay and he makes the doings quite actionful. The over-all professionalism of the product also reflects the shrewd direction of Reginald Le Borg. Aubrey Schenck is executive producer of this Bel-Air Production being released through United Artists. Edward W. Koch produced.

Running time, 75 minutes. General Classification. Release, in April.

LAWRENCE J. QUIRK

Allied, TOA

(Continued from page 1)

distribution steering committee on arbitration. The latter includes A. Montague, Columbia; Charles M. Reagan, Loew's Inc., and George Weltner, Paramount. The meeting will also likely be attended by Eric Johnston, president of the Motion Picture Association of America, who will preside over the MPAA's annual meeting on April 8.

The April 8 talks will be exploratory, Gordon said yesterday adding that the discussions most likely will cover the where and how to start the new talks on establishment of conciliation and arbitration machinery for the industry, and what representation to include in the subsequent drafting meetings.

Gordon said that this coming weekend he will leave Texas for Milwaukee to address the North Central Allied meeting there next week.

Fox Income

(Continued from page 1)

ter (13 weeks) ended December 29, 1956, amounted to \$3,916,320 equal to \$1.14 per share. This compares with \$1,578,188 for the fourth quarter (14 weeks) of 1955 equal to 60 cents per share.

Earnings for the first quarter of 1957 are presently expected to total 75 cents a share versus 17 cents in the first quarter of 1956.

Income for 1956 totaled \$122,251,864. It was divided into film rentals, including television, \$112,780,869; dividends, \$1,071,844; and other operating income, \$8,399,151. This compares with total income in 1955 of \$120,807,208. That was divided into film rentals, including television, of \$110,494,351; dividends, \$932,094, and other operating income, \$9,380,763. U. S. and foreign taxes on income in 1956 were \$5,075,650 as compared with \$5,539,674 in 1955.

ASCAP Members Voting On Reclassification

ASCAP members will be polled by mail on a change of procedure for classification it was announced at a business meeting of the organization yesterday at the Waldorf-Astoria Hotel. Change of classification is now effected by a hearing before the executive committee and one neutral outsider agreed upon by the applicant and by the committee. The new method would have reclassification effected by a board of three arbitrators designated by the American Arbitration Association.

Four new directors were elected. P. John Marks succeeds Jack Robbins, Adolph Vogel succeeds Donald Gray, Ned Washington succeeds the late Gene Buck, and Dr. Douglas Moore succeeds A. Walter Kramer.

Pinky Herman, praised by Paul Cunningham who presided as "one of the hardest working members of the organization," spoke in support of the new classification procedure.

Televisión Today

Canadian TV

(Continued from page 1)

board to supervise all broadcasting and telecasting in Canada under the control of Parliament, though CBC would still direct private stations in the use of its national service.

Financing Provided for CBC

Other proposals include the discontinuing of the present policy of single station TV operations in various areas, though second stations would be firmly supervised on program standards. CBC operations and expansions, mainly TV, would be financed by about \$470,000,000 in the next six years and CBC would be financed on a long term basis generally founded on national consumer spending.

No license fee for TV or radio set owners would be imposed. Enforcement of regulations on telecasting or broadcasting would be stiffened, even to the cancelling of station licenses for flagrant violations.

The commission suggests that CBC's French TV and radio services be extended and more other live Canadian TV programs be encouraged. However, CBC would discontinue its Dominion Radio Network.

Limits Non-Canada Ownership

Of interest to the United States is the recommendation that in the future regulations should prohibit more than 20 per cent non-Canadian ownership of a large Canadian station and all station licensing should be by the cabinet. The suggested limit on ownership would apply to Canadian subsidiaries of foreign companies and to direct investment for foreign capital.

Awards Show Attains 36.9 Trendex Rating

The National Broadcasting Company's simulcast of the 29th annual Academy Awards presentations from Hollywood and New York Wednesday night attained a high Trendex rating of 36.9, according to a network representative.

The telecast, which started at 10:30 P.M. EST, was viewed by some 45,000,000 people in the U.S. and Canada and heard on radio by millions more, the NBC-TV representative stated.

The Trendex rating of 36.9 was taken during the 10:30 to 11:00 P.M. period on Wednesday.

CBS Signs Erskine

Howard Erskine has been signed by CBS Television to a long-term contract in a producing and creative capacity, it is announced by Hubbell Robinson, Jr., executive vice-president in charge of network programs. Erskine is a former stage producer.

IN OUR VIEW

AND so this day endeth the month of March, the Ides of March, which is famed in song and story, which is characterized for all and sundry by the "taxation blues" and which, now these several years, is also the month of that annual entertainment malady—Awarditis. For it is in this month that the usual series of awards for all kinds of things entertainment-wise, marking the work of the previous calendar year, comes to full circle in the award of the Emmies of the Academy of Television Arts and Sciences, and of the Oscars of the Academy of Motion Picture Arts and Sciences.

It is well and appropriate that these two affairs should have so much in common. It is equally happy that the young and developing art-industry should have borrowed, or appropriated, so many basic conceptions from the older and also developing art-industry. For there is so much that Television and the Motion Picture have in common, and there are so many ways in which the two are learning each day one from the other. It is indeed fair to say that the teacher, in this instance the motion picture, is learning much from the pupil, in this case television.

Last week the motion picture Academy Awards were presented, and it is significantly interesting, but often overlooked, that it has been automatically assumed from the start, practically, that the awards should be presented to a vast, interested, even excited audience across the country—via television, of course. And there need be not the slightest feeling among those in important places in motion pictures that the use of the television medium in this case is invasive, foolish or in any wise bad judgment. Rather is it true that here, perhaps more succinctly than in any other way, the manner in which these two entertainment media complement each other is illustrated.

The entertainment-conscious, leisure-laden public of this broad and eager land do not in their own minds for the most part differentiate among types of entertainment nearly so much as some believe. Rather do they seek happy employment of their leisure hours to the best possible advantage. Thus emerges the backbone of progress in whatever field, competition. Also in turn the public becomes more selective, demands better because better is available, and so the wheel spins, honing the edge finer—and that is for the best.

—Charles S. Aaronson

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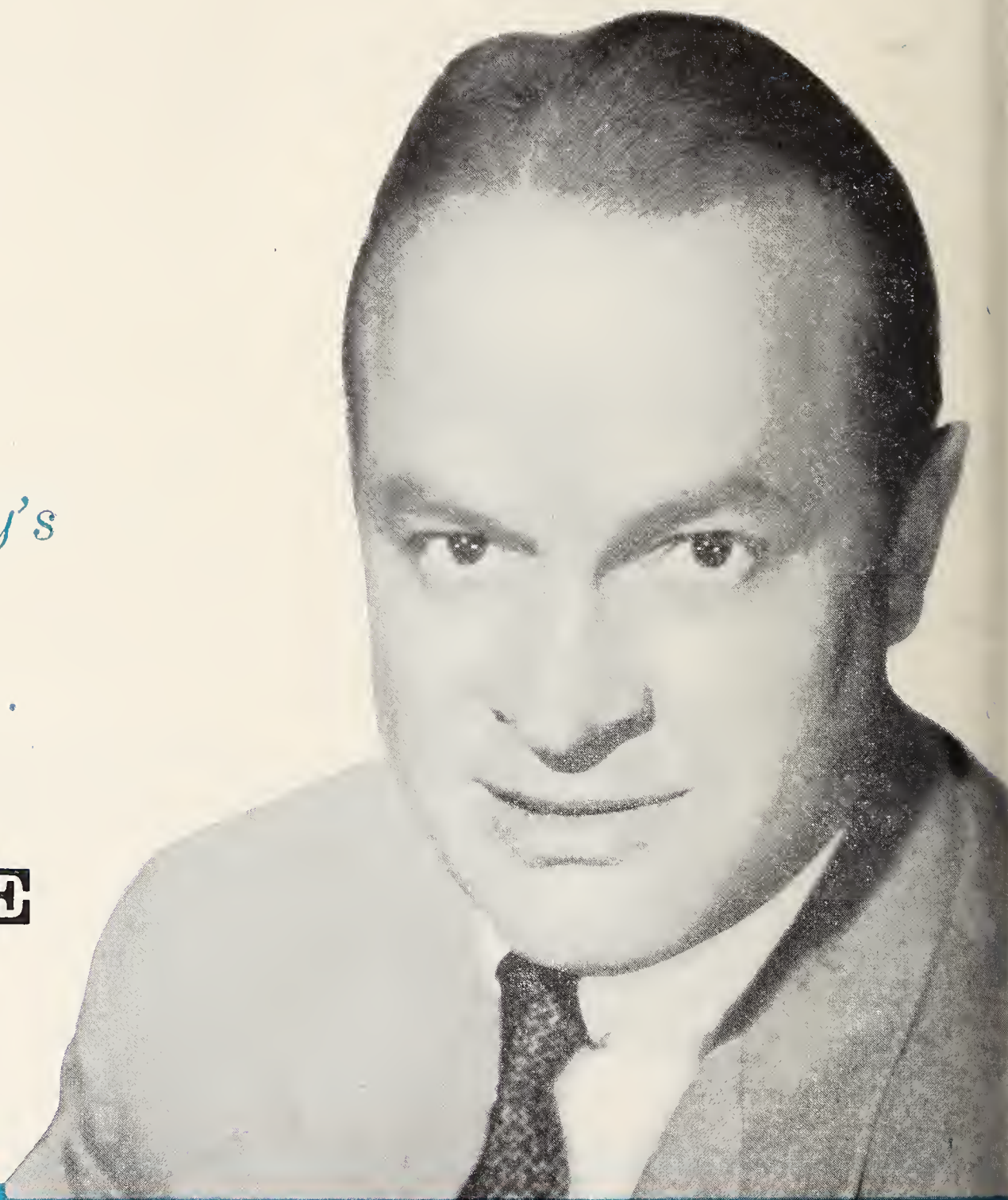
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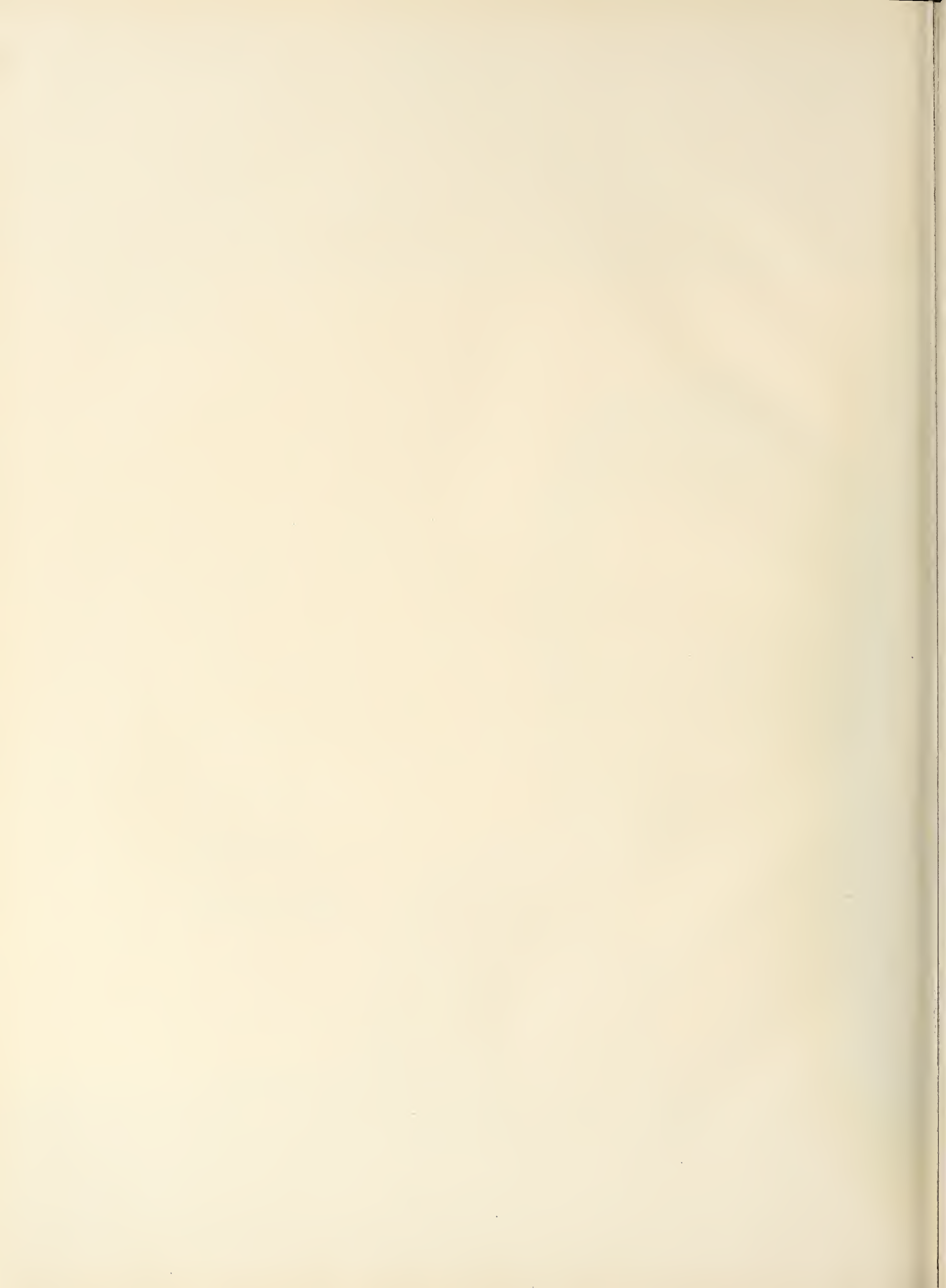


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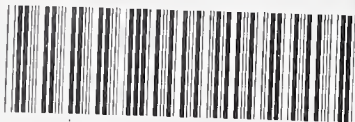
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